

CHEMIST & DRUGGIST

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Simple
things simply sell.



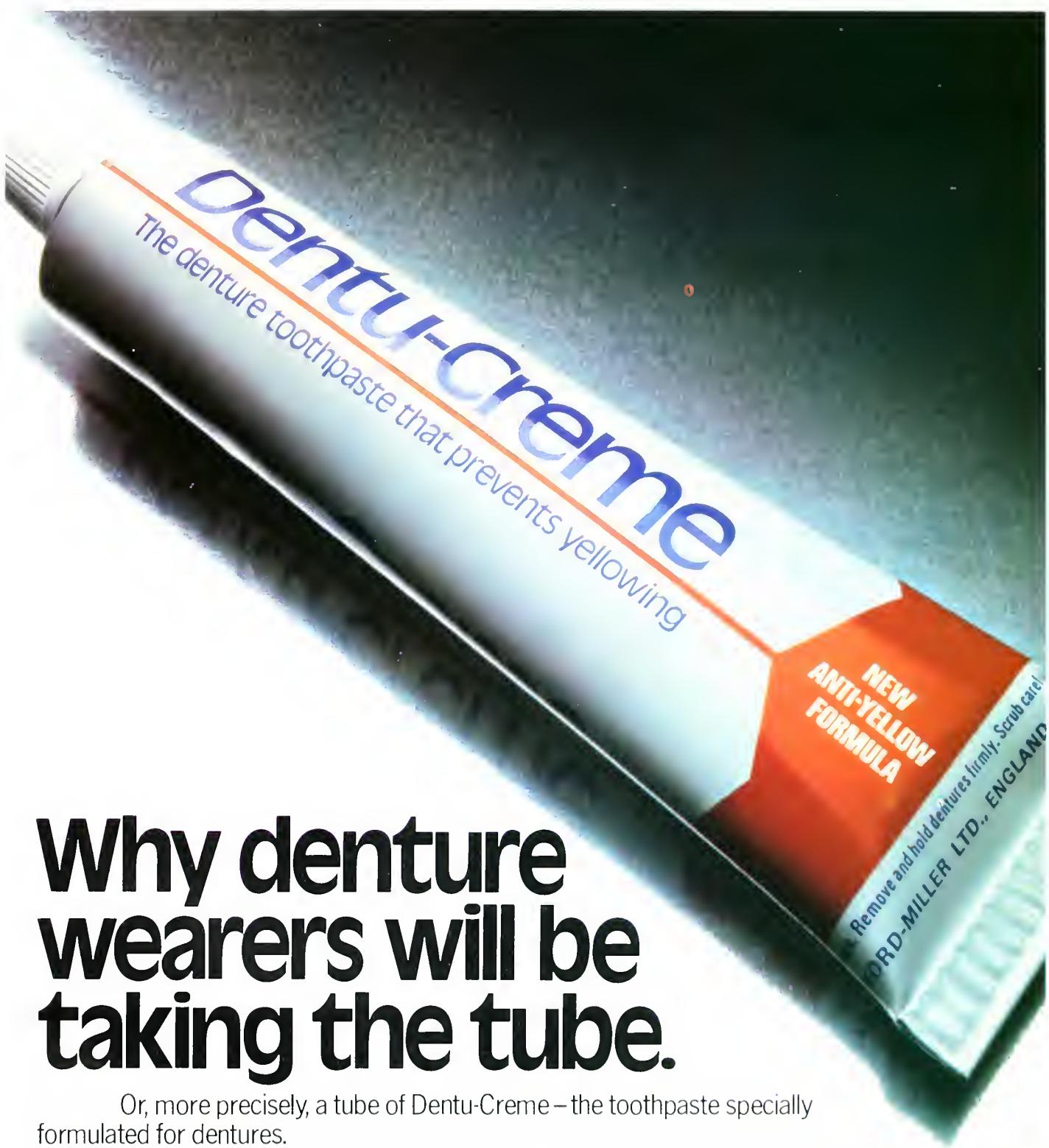
'Ag and vet'
pharmacy

SPECIAL SECTION

Panel to see
no evidence
until election
result known

Numark into
the Eighties

Contractors'
'no-account'
up to 96pc



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So shouldn't you be taking more of the tube too?

Dentu-Creme
Stafford-Miller

CHEMIST & DRUGGIST

Incorporating Retail Chemist

28 April 1979

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28 April 1979

COMMENT

More manipulation

It's out! As NHS contractor pharmacists have suspected all along, the concession of an independent panel to assess their remuneration is regarded by Department of Health politicians as a delaying tactic—something to be manipulated day by day, week by week and month by month according to the dictates of Parliamentary, public or professional pressures.

It is quite clear from discussions held with Department officials by Mr David Sharpe, PSNC chairman, and Alan Smith, chief executive, that the decision not to present evidence to the panel until the result of the general election is known (p696) came from the very top—from the Secretary of State, Mr Ennals. And the only possible inference that anyone on the pharmaceutical side can draw is that the evidence itself may depend upon either the party or the people who are presenting it.

But contractors surely had a right to expect that the panel would be asked to consider facts, not political opinions. Certainly there can be no excuse, other than political, for the Department not having its evidence ready by now—it has spent some three years arguing from the same position; it has had to marshall many of the relevant facts in order to present its case to MPs over the past year or so, and it has had at least 23 weeks to put those facts in writing for the panel!

What can Mr Ennals hope to gain from the latest tactic? It seems a strange way to "win friends and influence people" during an election campaign. In the end it could rebound on the Department, because we understand that the panel members (who themselves have been "messed about" for far too long) are anxious to get to grips with their task. They are also people whose professional skills and prestige are beyond question—and they have now been forewarned to look out for political bias in the Department's evidence.

Is four a crowd?

As any football supporter will tell you, the loudest rallying cries come when you think your team is getting the upper hand over the opposition—and that is precisely what Numark's collective voice appeared to be shouting at the group's first national "convention" in Amsterdam last weekend (p626). But still there was the undercurrent that the team cannot afford to stop attacking, even at the final whistle, a point in time which might be equated with the eventual emergence of the two—and only two—chemist-wholesaler voluntary groups predicted as surviving.

But there are four or five in the hunt and none is going down without a fight. Indeed we are printing Numark's message at some length this week because it embodies many principles that would be agreed by the protagonists.

Chemists have benefited from better wholesaler service as a result of the first-round matches and they will be watching the teams' performances closely before the two finalists are settled upon. But many will also be hoping that two is a very conservative optimum number.

Department's panel evidence held up by election

Mr David Ennals, Secretary for Social Services, has put a stop to the work of the chemists' remuneration panel until after the general election.

That unexpectedly emerged at the end of last week as a result of telephone calls between Department officials and Mr Alan Smith, chief executive, and Mr David Sharpe, chairman of the Pharmaceutical Services Negotiating Committee. It is understood that Mr Ennals has given instructions that the Department cannot present its evidence to the panel before the result of the election is known—despite the panel's wish to meet for the first time on April 30.

Mr Sharpe told *C&D* on Monday that it must have been a "political" decision since the PSNC had been under the impression that the Department's evidence was to be entirely factual and unbiased by any political considerations. "Under the circumstances I am amazed because Mr Ennals had previously told us that there was no reason for delaying the work of the panel—I took that to be a solemn undertaking." Mr Sharpe added that he did not anticipate the panel would be prepared to go ahead with the consideration of PSNC evidence alone, since it had been agreed that both sides would present together.

PSNC protests

Mr Sharpe has written the following letter to Mr Ennals:— "I and my committee were alarmed to learn that your department is unable to submit your evidence to the independent panel.

"My committee is given to understand that this delay in the substantial submission of the DHSS and PSNC evidence is due to your refusal to agree the DHSS evidence.

"I find this information impossible to reconcile with your statement at our meeting on February 12 that you saw 'no reason for a general election delaying work of the independent panel'.

"Furthermore I have today received a letter from Mrs Thatcher and I quote the relevant portion: 'The Conservative government will set up an independent panel which the Labour government promised but failed to establish and will pay very serious attention to its findings.'

"Under these circumstances, I can find no reason whatsoever for delay in submitting DHSS evidence to the panel and I will expect you to rescind your instructions to your department officials at the earliest opportunity.

"My committee wishes to register the strongest protest at this further delay to the detriment of chemist contractors and

I shall be glad to have your comment and an assurance that appropriate action has been taken to enable the panel to commence and complete its work as soon as possible."

As *C&D* went to press on Wednesday there was no indication that the panel would not meet on April 30 as planned.

Pharmacist fined for stealing

A pharmacist who admitted stealing between £50 and £70 from his employers over the three months he worked for them, was conditionally discharged for three years, fined £300 and ordered to pay £53 compensation at West London Court last week.

Mr Timothy Pattison, 26, of East Churchfield Road, Ealing, admitted stealing £3 belonging to John Harvey Ltd at Goldhawk Road, Shepherds Bush, on January 9 and a quantity of money—said to be between £50 and £70—between October last year and January 9, also from John Harvey Ltd. Constable Shaun Dodds told the court that Mr Pattison had been caught when a test buy was made at the shop. He put £3 in a drawer and did not ring it up on the till. He admitted further offences when questioned by police and was previously of good character.

Defending, Miss Marilyn Marks said that he had punished himself more than the court could do and he would still have to face his professional body which might suspend or bar him from practising. Because he was earning about £125 per week he had not needed the money and it had made very little difference to him. He had no explanation for his motives except that he had been working night and day at the time.

FP10 doubt over Gyno-Daktarin

Chemist contractors are being advised by the Pharmaceutical Services Negotiating Committee not to dispense the new Gyno-Daktarin tampons (*C&D* April 14, p514) on Form FP10 until the Department of Health has ruled whether or not they are prescribable. The manufacturers, Janssen Pharmaceutical Ltd, Marlow, Bucks, told *C&D* on Tuesday that urgent representations were being made to secure a "drug" classification for the product, which is indicated for vulvo-vaginal candidosis and superinfections due to Gram-positive bacteria.

'On-account' up to 96 pc

The Department of Health has agreed to increase NHS contractors' on-account prescription payments to 96 per cent. The move is to help overcome chemists' cash-flow problems resulting from delays in VAT repayments.

□ Chemists who have considered an approach to their local collector of taxes to seek the concession gained by a *C&D* subscriber (last week, p549) are reminded that the extra on-account payment covers the same cash-flow problem. Our subscriber has been advised not to take up the offer—but has been pleasantly surprised to learn that tax collectors can "have a heart"—Editor.

PSNC elections

The results of the interim elections to the Pharmaceutical Services Negotiating Committee will be declared on or before July 2. Nominations need to be returned by May 14 and voting papers returned by 12 noon on June 18.

The elections follow PSNC's acceptance of the Local Pharmaceutical Committee representatives conference resolution to provide for one elected chemist contractor representative from each NHS region. Because the 1978 PSNC elections resulted in the election of six regionally elected members for a term of four years, the Committee resolved that those members should retain their seats for the remainder of their term of office representing the NHS region in which their pharmacy is located.

The NHS regions with a sitting member are: 1 North Eastern, G. Urwin; 4 East Anglia, D. L. Coleman; 6 N. E. Thames, R. G. Worby; 9 Wessex, R. R. C. Kitchen; 14 North Western, H. Steinman; Wales, Mrs M. Rawlings. Interim elections will be held in the following regions: 2 Yorkshire; 3 Trent; 5 N. W. Thames; 7 S. E. Thames; 8 S. W. Thames; 10 Oxford; 11 South Western; 12 West Midlands; 13 Mersey. Interim elections will be for the period ending April 1982 when further elections will be held in all regions.

The Company Chemists' Association and Co-operative Societies will retain nominated seats; therefore elections will be confined to all other pharmacist contractors, and the electorate will be taken from the pharmaceutical lists prepared by the administrators of the family practitioner committees on the basis of *one vote per pharmacy*. The full timetable is:

Election notice and nomination forms not later than April 27; nomination papers returned by 12 noon May 14; voting papers issued not later than June 1; voting papers returned by 12 noon June 18; results declared on or before July 2. Any pharmacy contractor eligible to vote, and not receiving election notice and nomination form, should contact the PSNC office immediately.

The Parties state their policies on pharmacy

The three main political parties have responded to the Pharmaceutical Services Negotiating Committee's request for specific information on their policies towards pharmacy and the independent panel which is to look at contractors' remuneration.

Liberals cut costs

The Liberal Party proposes the pharmacists should be authorised to dispense according to the British National Formulary except where doctors give reasons for requiring a particular proprietary brand. The Party believes that this action would substantially reduce contractors' stockholding costs and cut the NHS drugs bill. The letter to PSNC explains "Although we must examine carefully any claims of hardship made by an interested group, the number of closures in recent years leaves no room for doubt that such pharmacies are insufficiently profitable to maintain a livelihood. We must increase income or reduce costs. As Liberals we have rather more sympathy with small businesses than with large groupings. An across-the-board increase in fees will benefit large chains as well as the individual pharmacist. The cost which bears particularly heavily on the small pharmacy is that of stockholding. The number of drugs available is continually increasing and the allowance given does not properly cover the cost to the pharmacy."

Earlier, the letter says that the Liberals have been examining ways of halting the closure of small pharmacies, especially in rural areas. "Ready access to pharmaceutical supplies is fundamental to any effective system of community care for patients. With the increased emphasis on community care in the health service (which the Liberal party supports) it will become even more important because the additional patients being served will be less mobile than the others."

Tories' panel promise

The Conservative Party replied: "A Conservative Government will set up the independent panel which the Labour Government promised but failed to establish and will pay very serious attention to its findings. We recognise the importance of pharmacists as an essential part of the primary health care team and feel that they deserve better treatment than they have received under the Labour Government."

The Labour Party is pledged to abolish prescription charges and, while the Conservatives have denied allegations that they intend to increase these charges, Mrs Thatcher said at a Press conference last week, "I doubt very much that any responsible government could say that, over a period of five years, regardless of what happens to the value

of money, they would not put up prescription charges."

The Conservative Party's tax proposals would mean a VAT rate of 13 per cent being levied, Mr Joel Barnett, chief secretary to the Treasury, alleged at a Press conference this week. That would be required to cut the standard rate of income tax by 2p, to reduce the top rate to 60 per cent, to change upper thresholds to benefit higher earners, and to reduce government borrowing by £1 billion. He also said that Mr Healey would be Chancellor in any new Labour Government and that he would present a budget on May 23.

Labour defends record

The Labour Party's comment was: "The Labour Government has already indicated that it is disposed to accept the findings of the independent assessment panel on pharmacists' remuneration. Mr David Ennals, Secretary for Social Services, said in Parliament, 'I shall, of course, be disposed to accept advice on this complex subject given to the Pharmaceutical Services Negotiating Committee and myself by an independent panel, but I do not believe that it would be in the interest of either parties to agree in advance to be bound by whatever recommendation the panel might make and to rule out the possibility of further negotiations'.

"Mr Ennals has also made it clear that the Government wants a swift and just resolution of this problem when he said, 'as I have repeatedly made clear, I have not ruled out the possibility of arbitration at an appropriate time and mean-

while we are striving with the PSNC to define the points of disagreement between us. These are not delaying tactics but a sincere attempt to clear the ground of any misunderstanding'."

Retailers' priorities

The Retail Consortium has sent its views on retail priorities to all Parliamentary candidates, government departments and independent organisations in the UK and Europe.

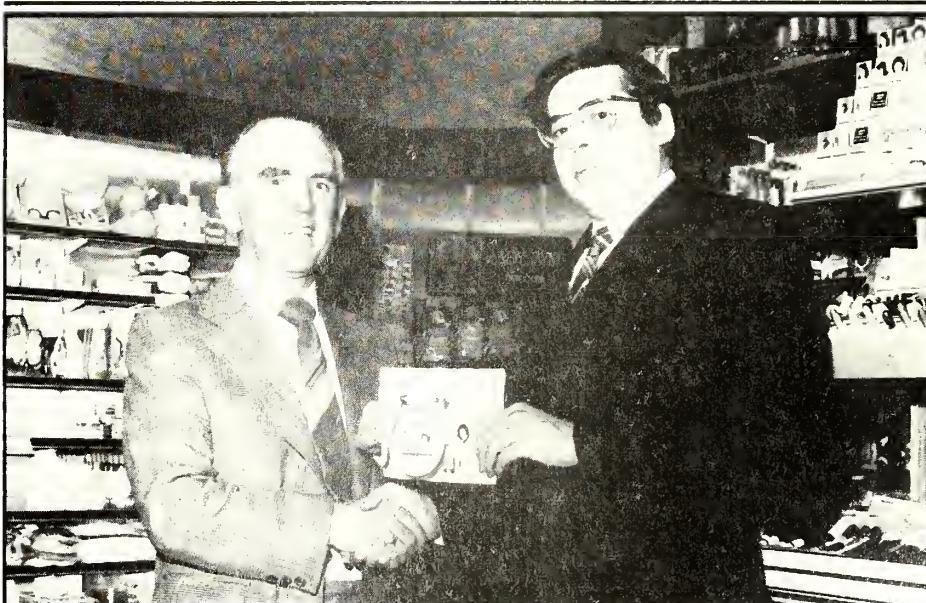
The priorities include less direct taxation and a single rate VAT; no Price Commission, as "a competitive market place is the best way of ensuring efficiency and keen prices;" reduced cost of compliance with legislation; better industrial relations; fuller consultation by government.

New NPA chairman

Mr John Wilford of Bexhill has been elected chairman of the Board of Management of the National Pharmaceutical Association. Mr David Coleman, Stalham, Norfolk, is the new vice-chairman and Mr Griff David has been re-elected treasurer.

Credit Act licences

Applications to renew Consumer Credit Act licences will be invited progressively from May 3. The Office of Fair Trading says licence-holders will be sent renewal reminders, application forms and guidance notes in ample time for them to make their applications. A renewal application must be made during the period specified in the renewal round. From May 1, the one-category standard licence for a sole trader is reduced from £45 to £40 and one-category standard licences for other applicants increase by £10 to £55. The fee for each additional category of business activity remains £10.



Mr Robert Gartside MP (right) is seen here being congratulated by Sangers Llandudno branch manager, Tony Cassidy, on being the first prize winner in Sangers "Grand Night Out" draw which took place at their Easter trade show in Llandudno. All customers attending the forthcoming Sangers trade shows will be eligible to enter similar draws and the winners and their partners will attend a dinner in London later in the year. A further draw will be made at the dinner for £1,000. The event is sponsored by Lilia White Ltd.

Doctor praises health centre pharmacies

"Unfortunately, health centre pharmacies will always be as rare as a firm handshake from a politician," writes Dr Ian McKee in last week's *Pulse*.

Dr McKee, who practises from an Edinburgh health centre, says his "excellent pharmacists provide a first-class service from 9 am to 7 pm every working day and their presence in the building means that we have the benefit of their advice whenever required with the minimum of fuss or formality. The NHS benefits too because the salaries of the staff are more than paid for by the number of dispensing fees saved."

But, he explains, pharmacists forming a consortium in a health centre have to pay high rents and cannot sell "Chanel No 5, hot water bottles and all the other paraphernalia which help our private pharmacists eke out a living." He concludes, "Doctors like the health centre pharmacy and so do patients. Surely someone could iron out the snags?"

Seven Seas recall

British Cod Liver Oils have decided to withdraw Seven Seas orange syrup and cod liver oil, 150ml bottles (batches 832 to 838) in which plain, temporary glass bottles were used. Some of these batches may have deposited a harmless brown deposit which the company feels detracts from the standard of this brand. The company asks that retailers and wholesalers holding stocks of these batches who have not already been contacted, withhold these batches from sale and telephone British Cod Liver Oils for free replacement (0482 75234).

Unichem/Colgate golf tournament

For the third successive year Colgate-Palmolive and Unichem are joining forces in sponsoring the Pharmacist Golfer of the Year Tournament, which is open to all pharmacists from all branches of the profession. For the 1978 final both the course and the hotel proved to be so successful that the same venue has been selected for this year's tournament—the final on Wednesday September 19, will again be played on the Ferndown course in Dorset, with accommodation and the prize-giving banquet arranged at the adjoining Dormy Hotel.

Reflecting the wishes of many pharmacist golfers, the joint organisers have revised the qualification for the final—this year there will be three qualifying divisions based on handicaps, namely: scratch (or better) to eight inclusive; 9-16 inclusive; 17-24 inclusive, with ten entrants from each division competing in the final. The winner will be awarded the Unichem Trophy and

replica and will receive a valuable prize from Colgate-Palmolive, who are also donating a prize for the winner in each division, plus other excellent prizes, including golf balls, to be drawn for among all entrants not qualifying for the final.

Pharmacist members of pharmaceutical golfing societies will be able to get full details from their own society secretary. Any pharmacist who is not in membership of a society, can get full information on application to G. J. White, Unichem Limited, Crown House, Morden, Surrey, SM4 5EF.

Advice to women on rubella

The Department of Health is advising women who are likely to become pregnant and who do not know if they have been vaccinated against German measles to consult their doctors. A test can show whether they are susceptible to rubella and need vaccination.

First returns received by the Department indicate that the incidence of rubella in 1979 may be at least as high as last year's. The Department will be launching an official campaign in the early summer to increase the number of women and girls who are vaccinated against the disease.

Static market for shaving but men's toiletries grow

A recently published report on the men's toiletries and shaving markets pinpoints the fact that for two such closely related and interdependent markets the situation facing manufacturers in the respective industries is quite different. In the shaving market manufacturers have had to compete on price and product innovations to capture a larger share of an essentially static market measured in volume terms. Although the volume of this market has increased at current prices, to £71 million in 1978, it had in fact fallen by 25 per cent since 1974 in real terms.

The projected value of the shaving market in 1980 will be £76m of which electric shavers are expected to account for £40m. This represents only eight per cent of the volume size of the 1980 market of which disposable wet razors will account for an estimated 18 per cent.

By comparison the men's toiletries market is still open to much development. In European terms the British market is quite small, valued at £65m in 1977, behind West Germany (£187m), France (£91m) and Italy (£71m). An analysis of per capita expenditure shows



A party from the prison service, including 20 pharmacists, visited Vestric's branch at Preston. The pharmacists were en route for a three-day course at the University of Lancaster. Pictured during the conducted tour of the warehouse are (left to right): Mr G. R. Vatty, chief pharmacist, Wormwood Scrubs, London; Mr S. Deakin, medical directorate, Home Office; Mrs S. Armitage, secretary to Midlands regional medical officer; Mr D. Bland, chief pharmacist, Strangeways Jail, Manchester; Mrs R. Terrell, secretary to Mr S. Deakin; Mr A. Woolger, hospital sales manager, Vestric Ltd

that the British male spent £3.06 on toiletries in 1977, less than half the amount spent by the West Germans and the Dutch.

Within the market real growth has been experienced in after shaves, worth £28m in 1978, and colognes, worth £6m in 1978. These figures represent respective real growth rates of 22 per cent and 175 per cent in the period 1975-1978. The value of the total men's toiletries market is expected to be £81m in 1980 of which male deodorants will take 16 per cent, aftershaves 43 per cent, colognes 10, hairdressing 16 and shaving soaps 14 per cent.

The report (£48) is available from Euromonitor Publications, 41 Russell Square, London WC1.

Computer seminars

The 1979 Microcomputer Show to be held in the Bloomsbury Centre Hotel, London on July 5-7, comprises a three day exhibition and three one-day seminars: July 5, microprocessors in light industry; July 6, personal computers in small business; July 7, do-it-yourself computers. The personal computers in business session is intended to cover how a small business can be administered more efficiently and profitably by use of personal computers. Organised by Online Conferences, Cleveland Road, Uxbridge, the July 5 and 6 seminar fees are £45 (plus VAT) per day including refreshments and light lunch. The July 7 seminar costs £10 including VAT and refreshments but not lunch.

Numark Star Buys will add to chemists' profits.

Numark Star Buys – two ranges of fabulous brand leader products to pull extra customers into Numark chemists in May and June.

The first selection will be on sale from May 14th to June 2nd and a completely different range from June 4th to 23rd. Yet another example of Numark's policy of nationally advertised promotions and merchandising building extra sales and profits.

SUPER ZODIAC PENDANT OFFER.

Exclusive to Numark. These attractive sterling silver Zodiac pendants at a bargain price of £4.45 will be a real draw for Numark customers. A super offer which will feature in the national advertising.

STAR MERCHANDISING MATERIAL FOR BIGGER SALES.

For this star-studded promotion, there's a sparkling collection of point of sale material to help Numark chemists make the sort of eye catching displays which build sales and profits.



YOUR PERSONAL VALUE SHOP.

For further details, ask your local Numark wholesaler or contact Numark Central Office, 51 Boreham Road, Warminster, Wilts. Tel: 0985 215555.

TWO BURSTS OF NATIONAL ADVERTISING.

Over 13 million customers will see Numark's great Star Buys and Zodiac pendant offer in two bursts of advertising in May, then in June.

72% of all housewives will see Numark advertisements on the TV page in Daily Mirror,

Numark Star Buys

SUPERBUY Only 49p Family Size	Mum Roll-on Refill 28ml Only	34p	Sterling Silver Zodiac pendant for only £4.45
Head & Shoulders	Mum Roll-on 28ml Only	37p	A sterling silver pendant and chain, delicately worked with your choice of birth sign, complete in an elegant presentation box, and a whole lot of great value. Visit your local Numark shop now. Pick up your order form for your own Zodiac pendant when ever you buy any of this month's offers from Numark. Your personal value shop.
Revlon Flex Conditioner 25% extra 250ml Only	65p	Imperial Leather Soap Bath size Only	17p
Revlon Flex Shampoo 25% extra 250ml Only	59p	Oil Ulax	£1.59
Harmony Hairspray Conditioning hold for Dry Hair New Fresh	45p	Steradent	89p
FLEX		Steradent Tablets 40g Only	38p
Colgate		Kores Simplicity 2 Size 210g Only	35p
Colgate Dental Cream Large Only	24p	Kores Simplicity 2 10 Press on Toilets Size 100g Only	
NUMARK			

Sponsored by Independent Chemists Marketing Limited
Cosmetics, Perfumes, Baby Products, Photographic Aids, Toiletries.
Subject to availability of stock, offers current 14th May 2nd June. Varieties as stocked.

Daily Record and full pages in Woman's Own, Woman's Realm and Woman's Weekly. Look out too for the Superbuy ads in Woman's Own, Woman's Realm, Woman's Weekly, TV Times, Weekly News.

GET READY FOR THE PINK & GOLD RUSH



Women everywhere will be rushing for Oil of Venus. Oil of Venus is a new richer moisturising lotion that's been carefully blended from proven oils that will help beautify the skin in a smoother, softer way.



MASSIVE ADVERTISING CAMPAIGN REACHING WOMEN EVERYWHERE

Boxed in an attractive pink and gold pack, Oil of Venus will be heavily advertised throughout May, June, July and August. There'll be impactful advertising in Daily Mail, Sunday Telegraph, Woman & Home, Good Housekeeping, She, Cosmopolitan, Vogue, Womans Journal and Peoples Friend.

But that's only half the story - there's an eyecatching 12 unit display outer and we'll provide you with real point of sale impact from our pink and gold shelf barker.

From Oil of Venus you'll get a great new product, an exciting promotional campaign, instore displays and a lot of new customers. Oil of Venus is manufactured by Venus Cosmetics Ltd - for details contact our distributors,

DENDRON LTD., 94 Rickmansworth Rd., Watford, Herts WD1 7JJ. Tel (0923) 29251.

they'll be looking for the pink and gold pack



oil
of
Venus

by Xrayser

Geigy Award 1979

The Guild of Hospital Pharmacists have announced that the recipient of the 1979 Geigy Travelling Fellowship is Dr R. T. Calvert, district pharmaceutical officer, Western District, Leeds Area Health Authority.

Dr Calvert will study pharmacokinetic services in the United States and hopes to evaluate drug monitoring facilities provided by pharmacy departments in American hospitals. Particular aspects which he will investigate include whether the use of drug monitoring improves patient care, whether the actual drug analysis has to be carried out by the pharmaceutical service, and how extensive the service should be. Dr Calvert is to present his paper at the Guild's weekend school at Loughborough University, Leicestershire, in March 1980.

Dr Teresa McCarthy, principal radio-pharmacist, department of nuclear medicine, Addenbrooke's Hospital, Cambridge, is this year's recipient of the Travenol Fellowship. Dr McCarthy will study the use of computers in hospital pharmacy with special emphasis on the adaptation of a microwriter pocket computer to provide drug information at ward level and as a means of report writing. It is expected that Dr McCarthy will read her Award paper at the Guild of Hospital Pharmacists' day session on microprocessors at Interphex 1980.

Deaths

Hazard: Mr Stan Hazard, a representative with Abbott Laboratories Ltd. **Mrs W. Lambert**, marketing services co-ordinator, Abbott, writes: "Stan, who was 59 years old, joined Abbott in 1958 as a medical representative in Leeds. He rapidly established himself as a very successful and highly popular representative there. His unbounded enthusiasm, good humour and great integrity endeared him to his colleagues in Abbott and to the members of the medical and pharmacy professions in his area."

News in brief

- Sales of safety razor blades by UK manufacturers in 1978 were £32.8m compared with £31.9m in 1977. Exports accounted for £23.4m.
- The index of retail prices for all items in March was 210.6 (1974=100). This represents an increase of 0.8 per cent on February 1979 and of 9.8 per cent on March 1978.
- Chemist contractors in England in January dispensed 26,984,747 prescriptions (16,044,774 forms) at a total cost of £61,422,129 representing an average of £2.28 per prescription. These figures reflect the temporary suspension of the chemists' scale of discount and the temporary increase in the container allowance of 1p per prescription.

Selective sanctions

That anyone who writes a letter for publication should start it with a striking or controversial statement is axiomatic. But I think that for Mr Gartside to begin his letter last week by suggesting that everybody will "go overboard in a frenzy of self-righteous zeal at the prospect of total withdrawal from the NHS contract" is going a bit far. Most of the pharmacists I meet are apprehensive of any industrial action unless its effects are very thoroughly calculated. But at this time particularly, ideas—virtually any ideas that might suggest a way of improving our bargaining position—should be put up and knocked down by all in our profession to find out just what would represent a feasible plan for action.

Having said that I agree with Mr Gartside's concern that if we did resign *en masse* the dispensing doctors might possibly have a ball at our expense. I think the suggestion of selective withdrawal in one area at first, followed by others if necessary, with the rest of us making up the lost income to those who have resigned on our behalf might well achieve what we want. Any other ideas?

Ear piercing yells

From all the hoo-ha and fuss going on with our Council debating whether ear piercing is a professional activity or not, you would think this was the silly season with nothing at all to occupy the minds of the leaders of pharmacy. Because some keen young fellow (on second thoughts perhaps he is only a "member"!) decides to boost trade with a new sign picked because it was "more flashy and better for business", and chooses to call himself "pharmacist Pete", he got a verbal clip-round-the-ear and rapidly agreed to replace it with something less obnoxious.

And there the matter should have rested. A quick word and he got the message. But no. We read that the Council is seriously suggesting that ear piercing is a professional activity! From my reading of the report it would seem that only Mr Bannerman had the common sense to say that this was nonsense, although the president Mr Balford thought it was terrible to consider ear piercing a professional activity. But what a waste of time.

LETTERS

Limit supplies

I read the article on sanctions written by a "single-handed proprietor" with extreme interest. He was expressing similar opinions to mine on the necessity for proper discussions on the question of sanctions. My hopes rose further when he dismissed the ludicrous surcharge and impossible strike action, but he then ridiculously tried to justify contract resignation.

What else would the public see this as but a form of strike? Does he seriously think that the elderly, "some 60 per cent of his customers", would pay anything for medicines they knew to be "free"? Could he refuse to dispense "the Monday morning script for antibiotics for the 4-year-old with a temperature of 104° or the insulin to the patient who had dropped his last tube, or oxygen" because the customer he knew well hadn't enough

money? How long would it be before they forget that "swindler" down the road? This form of sanction only gets us into trouble by way of arguments with customers and much extra paperwork. Also the writer naively expresses the opinion that wholesalers might support those resigning from the contract by refusing extra supplies to those who don't. Ha! Ha!

In my view the only sanction the majority of us might find acceptable, including company chemists, is in his alternative "limitation of supply". If properly applied this would cause us little extra work but would inconvenience the public and "our doctor friends and their receptionists" enough to stimulate them into protests which would rapidly solve our problems.

My own suggestion for the way this sanction would act is as follows. We limit to 30 days' supply all single dose forms of medicines with the possible exception of the "pill". All manufacturers' original packs near this would be dispensed as such, that is, 28-

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LETTERS

Continued from p601

42-day packs. Where no directions were given a maximum of 30 tablets would be dispensed. This might stimulate doctors into writing proper directions on all scripts. Where directions were ambiguous, for example *i* or *ii* nocte, dispense the minimum (30) and *i* prn, a maximum of 100 tablets for such drugs as painkillers and antacids but 30 for those normally taken once a day or at night.

I have intentionally excluded all liquids, ointments, etc, to avoid complications for us. I am also suggesting that this action be permanent so that we should no longer be required by "our doctor friends" to do "several months" work for one fee. When this action was introduced the PSNC should also inform

the Department of Health that unless we received an acceptable offer within one month the amount dispensed would be reduced to 20 days' supply, followed a further month later to 10 days'. I think that not only would we receive an acceptable offer very quickly, but also would not have so much difficulty with the Department in the future.

P. Holman,
Bexley Heath, Kent

Panel farce

The farce of getting an independent panel together has gone on too long. Let's forget it.

I believe there is no way that we shall obtain the increases that are necessary from the DHSS in these present economical circumstances. But as mentioned in the article on sanctions (April 14) there is a way of obtaining what we want. Your contributor played down the many advantages that would arise if we

were all to withdraw from the NHS contract, however. Just think of a few:

□ Immediate cash payment for goods and services supplied, with the mark-up agreed by our profession.

□ Price to patient based on present cost of goods—not the price some seven weeks ago. No more arguing and collecting of the levy. No more sorting of prescriptions and posting off to the pricing bureau. No more doubts as to whether or not an item is "allowed on NHS". No worry that the monthly cheque will arrive in time to pay the wholesaler account—and whether or not it will be big enough! No more washing of returned empties—we could charge for new ones. No more being tied to JIC rates of pay irrespective of whether or not a business can afford it—we probably could, with a better return from our dispensary.

The only concession to bureaucracy would be the issue of a simple till receipt for goods. Let the DHSS arrange repayment to patients through sources other than pharmacy.

What we and our negotiating bodies should be doing now is to sell this scheme to all—Independents, multiples, health centres and hospital dispensaries—and agree the scale of charges, probably based on the PSGB's recommended scale.

Once the patient has managed to finance his first script the "repeats" would be self-financing by the repayments. After all it would only be the patients' financing the NHS instead of pharmacy.

R. J. N. Dakin
St. Osyth, Clacton-on-Sea

Ode to Rings

(or Pete's poem)

I manufactured brightly a vivid sign
Proclaiming ear studs and other things.
When all at once I saw a crowd,
A host of potential piercings
Beside the shop, beneath the moon,
Offending some people, I know not whom.

One thousand piercings did I at a trance,
From those who had viewed it at a glance,
The inspector came, said: "I'm alarmed
Remove that sign, I demand."
From that time on, alas to say,
Piercings started to fade away.
The complainants, many danced that
they outdid the painless-Pete with glee,
Could any pharmacists be so gay
In such jocund company?

I gazed amazed, and often thought
What wealth to me, this once had bought.
For oft when on The Chair I sit in
vacant mood,
The gun in hand, they flash upon my
jaundiced wit
Which is the bliss of one now "banned."
The studs which now do gather dust
Will end up not on ears, but rust.

Anonymous

With apologies to William Wordsworth



Get your thinking caps on.

And you could enjoy a blissful
6-day holiday for two in Amsterdam—
at our expense. See Competition
Entry Form enclosed in this journal.

COUNTERPOINTS

Wilkinson launch Profile "pivot head" razor

Wilkinson Sword have now joined Gillette in the "pivot head" razor sector of the shaving market, which they expect this year to take 13 per cent of the total market value and 25 per cent of the systems value.

The new razor, named Profile, is the result of extensive company research, and has been designed, developed and manufactured in Britain. Its pivoting twin blade head adjusts automatically to the shape of the face to give extra shaving closeness and comfort. The razor is designed to have "substance", prestige and perfect balance and uses a new compact Wilkinson Sword blade; a positive latch mechanism allows for easy loading.

In pre-launch consumer tests, 60 per cent of men sampled said that Profile was better than their current system in terms of overall shaving performance while 80 per cent thought the product fitted the shape of the face and reached awkward places better. Profile was also adjudged to be outstanding in terms of other shaving criteria such as closeness, comfort, safety, balance and convenience.

The Profile set consists of a razor plus five-blade dispenser in a black pack enhanced by an eye-catching red and green chevron. Refill blades are available in



five-blade dispensers on colourful blister packs. Sets, available ten to a display outer, are expected to retail at about £1.50 each and refill cards packed 20 to a standard outer, at about £0.75. The launch will be backed by £1m investment, on TV from June. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks.*

Nomor Grey repeat offer

Holdwood International have socks available for double packs of Nomor Grey hair colour restorer—incorporating a two for the price of one offer (£0.99). It was a similar offer, they say, that boosted Nomor Grey sales in the autumn of 1978.

From May 1, Dendron Ltd will no longer be responsible for the sales and distribution of Nomor Grey and Refresh chiropody sponge. Holdwood International Ltd, will be handling the sales and distribution themselves. *Holdwood International (Cosmetics) Ltd, 54 Cheapside, Luton, Beds.*

Joset products from Kanebo

Joset skin care and make-up products from the Japanese company of Kanebo are going to be available at Harrods from May 5. The Joset skin care range is very comprehensive—there are set patterns for morning and night time routines which the company says should be followed closely for effective results. There are twelve facial treatments (from £5 to £11). Cleansing is particularly im-

portant and includes toning and freshening and massage is the keynote of the whole process. The Japanese claim that no facial treatment is ever complete without at least three minutes massage.

The make-up range comprises fifteen items (from £3 to £6.50) including a face powder brush. The colours are particularly rich and the company says that they are formulated to produce a well-groomed "finished" face as opposed to the casual, more natural look of recent years. *Kanebo Cosmetics Inc, 13 Woodstock Street, London W1R 2LP.*

Radox on radio

Nicholas Laboratories Ltd are returning to radio advertising in May to support Radox Showerfresh. Starting on May 6 for three weeks the acclaimed series of commercials featuring Peter Cook and Dudley Moore will be heard on Radio City, Radio Piccadilly, BRMB and LBC. National coverage will be gained through Radio Luxembourg.

To encourage new users during the campaign Nicholas will be reintroducing the 10 shower trial size packs of Showerfresh which are shrink wrapped in 12 pack counter top display outers. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*

Go Dutch with Cuxson, Gerrard

Cuxson, Gerrard are offering a six day autumn holiday for two in Amsterdam plus £100 spending money as a first prize in their "write a slogan" competition which is open to pharmacists and their staff during May. There will also be runner-up prizes of two gold plated quartz watches worth £60 each and five pocket size calculators.

Entrants are asked to think of a witty slogan which can be used in place of the usual product title on an illustration of the Carnation Corn Cap wallet. The idea is to choose an apt title which could be used for trade "reminder" advertisements. An entry form is included in this week's issue of *C&D* and extra forms can be obtained from representatives or from the company. There is no limit to the number of entries an individual may submit but it is a condition that Carnation Corn Caps are displayed in the pharmacy submitting the entry.

Beginning in June and running until early October, the company will be advertising Carnation in big circulation Sunday newspapers and women's magazines including the *News of the World*, *Sunday People*, *Sunday Post*, *My Weekly* and *Woman and Home*. In all they are taking 63 insertions in 12 publications giving over 300 million "opportunities to see", they say. *Cuxson, Gerrard & Co (Dressings) Ltd, Oldbury, Warley, West Midlands B69 3BB.*

Falcon adventures

Twenty holidays each involving the "chance-of-a-lifetime of participating in one of the most glamorous of modern sports, are now being offered by Beecham Toiletries through an on-pack competition for Falcon men's hairspray.

"This outstanding competition will appeal very strongly to the adventurous instincts of the younger man, says marketing manager Geoff Dodds. "Each winner can choose from a fascinating holiday range which runs from gliding to scuba diving, from hot air ballooning to learning to motor race, from sailing to parachuting or even hang-gliding". *Beecham Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*

Gillette prices

Chemist & Druggist Price List has now been provided with standard wholesale rates for Gillette UK products in place of the scale 1 rates (15-49 packs) previously published in the list. The new rates included in the May list do not represent any price increase for the products concerned. *Gillette UK Ltd, Great West Road, Isleworth, Middlesex.*

COUNTERPOINTS

Afga launch motor pocket cameras in the UK

Agfa-Gevaert are launching in the UK "the world's first motor pocket cameras"—including one at a price which should bring it into the "mass market" range. There are two models, the Agfamatic 901 (£25.15 trade) and the 901E (£45.98 trade), and they will be backed by a £650,000 campaign involving national television and heavy Press and point-of-sale promotion.

The 901 has motor wind, two weather symbol exposure settings, and will accept 400 ASA films. The 901E has an electronic exposure control system and a "series" button which enables the user to take a series of shots at one-second intervals without moving the camera away from the eye.

The promotion marks Agfa-Gevaert's first British national television campaign, for which over £500,000 has been allocated; it starts with a 30-second spot during the FA Cup Final on May 12 and runs until July 20 in all ITV regions. The commercial demonstrates the new motor cameras, emphasising in an amusing way the benefits to the user of the motor wind-on facility—that it is always ready to shoot, need never leave the eye and as a result can capture that interesting picture that might have been missed



with a manual wind-on camera. Other pocket cameras are not forgotten. The campaign in the national and enthusiasts' Press also starts in May, and among other products takes in new Agfacolor CNS 400.

New point-of-sale material includes an "L" stand for windows; a single stand featuring the 901 (can either be used as a showcard or as a single camera display); a two-outfit unit specifically for the two lower-priced pocket camera models—(Agfamatic 508 and 1008); another unit to display two cameras with lids open; and a stand taking any four models from the range. *Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex.*

ing 18×125ml Body Fresh, a merchandiser in the shape of a suitcase and leaflets outlining the suit cover offer.

There is also a consumer offer on Lelyss shampoo. Trial size (35ml) bottles are available (£0.35) in a merchandiser with the heading: "Introduce yourself to a superb shampoo". The trade parcel (£12.95) is packed with five dozen assorted variants—18 for greasy hair, 18 for fine, 12 anti-dandruff, six for normal and dry hair. *Eyhare Ltd, Llanfrechfa Way, Cwmbran, Gwent.*

Polaroid roadshow

In conjunction with their professional photographic dealers Polaroid (UK) Ltd are holding a series of regional "Roadshow" exhibitions. The equipment to be shown and demonstrated will include Polavision, Sonarautofocus, and Polacolor 8×10, in addition to most of Polaroid's existing products designed for business and industry.

The venues for the regional roadshows are listed below. Opening times are 9 am to 6 pm at each venue and refreshments will be available. In addition to Polaroid personnel each exhibition will be represented by Polaroid's professional dealers, and for added entertainment each venue will stage its own competition. The prize will be a Sonarautofocus model 5000

with film and flashbars. For a complimentary ticket and further details write to Polaroid's business and professional division or dial 100 and ask for Freefone 2143.

The venues include: Edinburgh (May 15)—Roxburghe Hotel, Charlotte Square, Edinburgh. Newcastle (May 17)—Centre Hotel, Newbridge Street, Newcastle. Birmingham (May 21)—Royal Angus Hotel, St Chad's Queensway, Birmingham. Bristol (May 23)—Royal Hotel, College Green, Bristol. Manchester (May 25)—Grand Hotel, Aytoun Street, Manchester. London (June 5-6)—Chelsea Holiday Inn, Sloane Street, London SW1. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*

Photo Service film from Napcolour

Napcolour have launched a 100ASA colour print film under the Photo Service name and concept which they have been building through point-of-sale material, etc over the past two years. Initially in 110 20, 126 20, 135 24 and 135 36 sizes only, it is attractively packaged and has the same recommended retail prices as other branded films, but is subject to "generous additional discount," according to the company.

As a permanent consumer offer, every Photo Service film returned to Napcolour for processing will qualify for a free Cameo album. The design of this unique album is registered and means that the print is "framed" to protect and enhance its appearance. The albums are in three sizes—110, 126 and 135—and each holds 20 prints.

New display material has been designed in support of the new film, and a full-colour leaflet featuring the album promotion is enclosed in each film box.

Mr Hal Briscoe, Napcolour's marketing director, believes that combined with the rest of the promotional programme, the new products will help to expand the D&P market and ensure that Napcolour dealers continue to enjoy a healthy D&P growth. *Napcolour Ltd, 76 Lower Bridge Street, Chester CH1 1RU.*

Ultralucent offers

From May and while stocks last Max Factor are offering the public special offers on their Ultralucent products. Consumers buying the Ultralucent facial freshner (125ml £1.45) will receive a free trial size moisturiser, or if they buy the Ultralucent non-alcoholic toner (125ml £1.45) they will be given a free trial size enriched moisturiser. *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.*

Imperial Leather duo

A twin-tablet Imperial Leather soap pack has been launched into the UK by the Cussons Group through a range of selected grocery and chemist outlets. The company says that market research has shown a need for such a pack with consumers now buying more soap at each purchase (an average of 10oz) but less frequently—around six weeks on average. Additionally, multi-packs have become one of the biggest growth sectors in the toilet soap market, moving from 22 per cent of the market in 1972 to 30 per cent last year. Consequently, Cussons have developed an extension of the existing packaging to fill this need.

The Imperial Leather twin-pack contains two bath size tablets and retains the pack design of the single tablet with the gold, red and black lettering and "Imperial Leather" crest. *Cussons Sons & Co Ltd, Kersal Vale, Manchester.*

Spring fever

Tabac Body Fresh is on special offer for Father's Day on June 17. It will be available for £1.99 (normal price £2.50) and with each purchase consumers will be offered the chance to buy a suit cover for £1.75 (normal price £2.50). Retailers will be offered a parcel (£22.08) contain-

Now: together: a unique ostomy system and the best in skin care

SURGICARE System2

Trademark

Surgicare™ System 2
saves the daily trauma
of peeling off adhesive
bags often resulting in
irritation, soreness
and discomfort.

The Stomahesive™ with
Flange can be left on
the skin undisturbed
for several days whilst
pouches are replaced as
often as necessary...
so simply.

Kinder to the skin

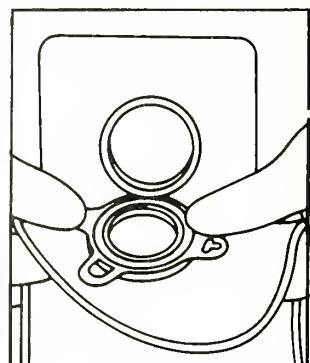
Stomahesive™ with Flange
may be used by patients
who have experienced
sensitivity reactions when
using ordinary adhesives
and karaya or where
perspiration under
the adhesive is a regular
source of irritation
and discomfort

Unequalled comfort

The Stomahesive™ base
will mould to irregular
contours of the skin and
is so easy to apply
without wrinkling.
Comfort is derived not
only from the feel of
Stomahesive™
against the skin
but from the confidence
that the appliance
will be secure
and leak free
irrespective of
the condition
of the skin.

Avoids adhesive trauma

With the Stomahesive™
flange remaining
undisturbed, pouches may be
removed and replaced as
necessary



The colostomist,
for example, may change
pouches several times a day
without the need to
disturb the Stomahesive™
base and its flange.



Please send me your illustrated brochure on Surgicare™ System 2 No stamp required BLOCK CAPITALS
Address your envelope to **Squibb Surgicare Limited, Freepost TK 245, Twickenham TW1 1BR**
Name _____ Address _____

CC 1



Squibb Surgicare Limited Regal House Twickenham TW1 3QT Telephone 01-892 0164
Made in England Authorised user of the trademarks Surgicare and Stomahesive. Surgicare is the trademark of E. R. Squibb and Sons Inc.

You'll like clickzzzt the so
Agfa clickzzzt are doing



A TV campaign for the world's first motor pocket cameras.

This unique pocket camera is the first to incorporate a motor wind-on. It's the biggest sound ever from Agfa and we're on television for the first time with a national campaign.

The commercial will run for eight weeks, starting mid-May to take in the peak selling period. ZZZT—you've got the picture.

ZZZT, ZZZT, ZZZT, you've got three more.

Vestric

See your Vestric representative for details of special offers available on selected cameras and film.

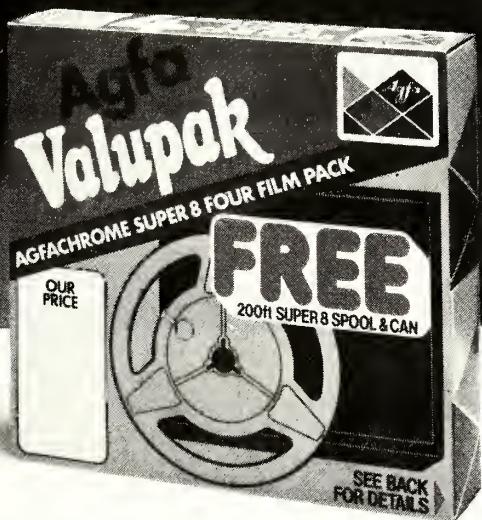
nd clickzzt of what clickzzt zzt this year. clickzzt.



AGFA GEVAERT

An offer on Agfachrome cine film.

With every Valupak of four films your customers get a 200 foot reel and can, free. So you sell more films, more easily and at your own prices.



The famous Agfacolor CT18 and CT21.

Big value two film Valupaks with the well-known benefits of natural colour, rapid processing and plastic frames. Plus 100 of the world's first motor pocket cameras to be won in a great new competition.



New Agfamatic 508 and 1008 pocket cameras.

These two new low-priced pocket cameras offer real value for money. They're just part of the quality range of pocket cameras from Agfa.



New Agfacolor CNS400 film.

At last there's a super-fast film from Agfa that is the very best. It has a very high resolution with amazingly little grain for such a fast film.



COUNTERPOINTS

Unichem offer 56 products as 'bargain buys' for May

Unichem's "bargain buy" offers for the first month of summer include a number of products that will interest the person taking an early holiday. For May, a full list of 56 products is offered, and this includes four Unichem-packed tablets— aspirin, soluble aspirin, aspirin & codeine, paracetamol—on which there is a special offer. The products are available from May 1-25: Airwick solid, Alberto VO5 hairspray, All Fresh clean-ups, Allurell hairspray, Aspro Clear, Aspro regular, Ayds, Batiste dry & wet shampoos, Brylcreem, Camay soap, Clearine drops, Cow & Gate syrups, Cressida razor & blades, Dextrosol, Elastoplast dressing strips, Fabergé Organics shampoo, hairspray & conditioner, Falcon hairspray, Gillette disposable razors, Grecian 2000, Harmony colourants, Head & Shoulders lotion, Henna Gloss shampoo, Henna treatment wax, Henna Life Plus Balsam, Imperial Leather tale, Ingram shaving cream, Lanacane, Linco Beer shampoo, Listerine, Mallory batteries, Nair hair remover, Norsca foam

bath and antiperspirant, Nurodol, Odor-Eaters, Optrex drops, Pharmaton capsules, Pure & Simple creme & lotion, Revlon Flex shampoo & conditioner, Scrubbs ammonia, Silvikrin hairspray and Silvikrin shampoo, Simbix 14-day Bran Plan, Simple soap, Slimgard, Soft & Gentle, SR toothpaste, Sucron, Sulco shampoo, Ultrabrite, Vaseline Intensive Care lotion, Vicks VapoRub inhalers, lozenges, Sinex spray, Vitalis, Wella Blo Dry, Wella Body 'N Bounce, Wella hair set, Wella creme rinse, Wernets denture fixative and Super Wernets. Special offer on Unichem packed tablets: Unichem aspirin, Unichem soluble aspirin, Unichem aspirin & codeine and Unichem paracetamol.

Unichem are offering a range of nine products at special prices to shareholding members between May 1 and 25. The full list of these nationally-advertised products is as follows: Alberto VO5 conditioner, Elnett hairspray, Euthymol toothpaste, Head & Shoulders lotion, Kleenex For Men, Optrex lotion and Radox herbal bath liquid.

Shareholding members of Unichem can also take advantage of the special offer made for May of Unichem's own-brand babycare products. All these products are said to have been well received since the range was relaunched last year: recent additions have been cleansing puffs and cotton buds. The full range, which is on offer between May 1 and 25, is as follows: Baby pants, disposable nappies, nappy liners, cleansing puffs, cotton buds, cleansing roll economy and pleated wool economy. *Unichem Ltd, Crown House, Morden, Surrey.*

with 5 million potential customers can you afford NOT to stock it?



NEW

TravelSuds

Takes the chore out of washing clothes on holiday.

- 1978 TEST MARKET SHOWED 80% THROUGH-FLOW FROM FACTORY TO CONSUMERS.
- HIGH-FREQUENCY ADVERTISING BREAKS JUNE 1ST 1979, IN ALL NATIONAL NEWSPAPERS.
- FAST PICK-UP LINE FROM FULL COLOUR DISPLAY (1 DOZ.).
- MINIMUM 50% PROFIT ON COST



With 10 million holidaying abroad this year, at an average of 2 per party, potentially 5 million people will welcome new TRAVELSUDS—a convenient alternative to bulky washing powder in a polythene bag (which has often spilled by the time you get there). TRAVELSUDS is a concentrated liquid detergent, packed in a light unbreakable plastic bottle. A small amount in a basin of hot OR COLD water is all that is needed. Low-suds action means easy rinsing.

**IDEAL FOR PACKAGE HOLIDAYS · TOURING
CAMPING · BOATING**

Recommended Retail Price **53p** Trade Price (excl. VAT) **£0.3271 each**

STOCKS AVAILABLE NOW from your wholesaler or direct
INTERNATIONAL LABORATORIES LTD., Lincoln Way., Sunbury-on-Thames,
Middlesex. TW16 7HN. Tel: Sunbury 87411.

Pure & Simple cosmetic purse

Beecham Toiletries are currently supporting their Pure & Simple range with an on-pack offer. A cosmetic purse has been designed using the Pure & Simple logo and will be offered to the consumer for £0.60. The purse also carries six money-off-next-purchase coupons, worth 50p in total. The coupons are for 10p off Body Mist antiperspirant, 10p off Midas foam bath, 5p off Silvikrin shampoo and 5p off Silvikrin hairspray, 10p off Pure & Simple lotion, and 10p off Pure & Simple creme.

The offer is detailed in full, either on special collarettes on both Pure & Simple lotion bottle sizes or on backcards for each of the three Pure & Simple creme pot sizes. A creme display outer has been designed to carry the promotional packs. *Beecham Toiletries Ltd, Beecham House, Great West Road, Brentford, Middlesex.*

Bristol Myers launch Clairesse nationally



Following the test market launch of Clairesse hair colourant, Clairol have now launched it nationally. Clairesse has been on test in the Granada television area since September. Bristol Myers say that Clairesse (£1.45) represents "the greatest technical breakthrough in hair colourants since the launch of the first shampoo-in hair colour, Nice 'n Easy, in 1965." It is said to be the first long-lasting hair colourant without ammonia. Until now, ammonia has been necessary for the achievement of long-lasting hair colour, though it has several disadvantages. It has a very unpleasant and strong smell, it can cause stinging of the scalp and hands, and makes the eyes water; and in some circumstances it can cause damage to the hair cuticle.

Because Clairesse contains no ammonia it is gentler on the hair than traditional colourants and more importantly, it leaves the hair in better condition than ammonia based colourants and produces much more natural-looking and fade-resistant colours, says the company. The application process is shorter—it is applied to dry hair, left for twenty minutes and then rinsed off. There is no need to shampoo or condition the hair afterwards—it is in itself an effective conditioning treatment. There are twelve shades to choose from, ranging from pale blonde through to black.

Clairol are supporting the national launch of Clairesse with promotional activity, display material, and a national television campaign. The packaging reflects the glamorous, sophisticated image of the brand, with high gloss cartons. The display material consists of shelf strips, headboards, shade charts and in-store leaflets describing the product bene-

fits. There is a counter unit containing one dozen packs, and another prepacked unit containing three dozen packs. A national television campaign worth £500,000 will commence in July.

Bristol-Myers are mounting a trade competition linked to the national launch of Clairesse. The competition is called "The high life" and there are over £10,000 worth of prizes to be won. The first prize is a Lancia car, with second, third and fourth prizes of a luxury holiday for two, a pair of 18ct gold Omega watches, and a mink coat.

In order to enter the competition, the chemist has to display Clairesse from the beginning of May until the end of June. If he does this he and members of his staff are entitled to an entry form. The competition has a quiz and tie-breaker.

Clairol television coverage

For the first time Clairol are advertising Loving Care hair colour on television. The 30 second commercial is being shown throughout May in the Granada, Tyne Tees and ATV areas. Presenting the commercial for Clairol is actress Justine Lord, with the theme being emphasis on the unique cover grey benefits and gentleness of Loving Care.

Clairol's Nice 'n Easy hair colourant has also returned to television screens. "Dawning light" is the theme for the new commercial. Three different hair colours were chosen to show how "using Nice 'n Easy can bring a beautiful new light to your hair". The total advertising spend for Clairol hair care products during April and May is nearly £1½ million. Other commercials currently on the air are Natural Balance conditioner and Natural Balance shampoo. *Bristol Myers Co Ltd, Stamford House, Station Road, Langley, Slough, Berks.*

Soap sizes

Proctor & Gamble have changed the weights of Camay and Fairy toilet soap but they say that both trade and recommended retail prices have been adjusted to ensure no increase in the cost per gram and maintain the same dealer percentage margin. The new weights for Camay are: (old weights in brackets) family size 190g or 6.7oz (184g), bath 145g or 5.11oz (142g) and complexion 95g or 3.35oz (85g) and for Fairy toilet soap, family 193g or 6.81oz (184g), bath 147g or 5.19oz (142g) and complexion 97g or 3.42oz (85g).

At the same time the number of bath size tablets per outer case is being increased from 48 to 72. *Proctor & Gamble Ltd, Gosforth, Newcastle-upon-Tyne NE99 1EE.*

Freudent with Dentu-Creme

From May 1, Stafford-Miller are promoting large size Dentu-Creme with a free in-pack sample of a pack of peppermint flavour Freudent chewing gum.

The promotion is similar to that run in 1978 except that the Freudent on offer will be an alternative flavour. In 1978 this promotion, coupled to the brand's advertising support, is said to have resulted in a sales increase of over 25 per cent during the promotional period, which was maintained afterwards.

Advertising investment for Dentu-Creme will be increased during the year, and the brand will be supported at a level much higher than in recent years says the company. Advertising will be concentrated in a wide range of leading women's magazines, and the national Press to give continuous advertising support. *Stafford Miller Ltd, Stafford Miller House, The Common, Hatfield, Herts.*

Halex repack

Halex toothbrushes are being repackaged to give a modern and streamlined look. The new co-ordinated theme is a striped effect across all packs in a different colour for each brush type. The Halex motif has been redesigned and brush type description emphasised. The toothbrushes are packed in dozens in display boxes. The interspace brush is to be mounted on an illustrated card and packed in dozens. *LRC Products Ltd, Sanitas House, Stockwell Green, London.*



Miss Pears 1958 meets Miss Pears 1978. Susan Cadge (right) was the very first Miss Pears crowned 21 years ago and she met Kirsty Leighton, last year's winner at the 21st birthday party of the Miss Pears competition recently.

COUNTERPOINTS

Elida Gibbs adds two new products to Norsca range



Two new products are being added to the Norsca range by Elida Gibbs. These are a deodorant spray and a talc. "Norsca Deo-Fresh deodorant", says brand manager Bruce Collins, "has a cool light spray that allows your skin to behave naturally."

Norsca Deo-Fresh deodorant (150g £0.77, 200g £0.93) is packaged in a white can using the Norsca green and yellow design. A £75,000 advertising campaign for Norsca Deo-Fresh deodorant breaks in women's magazines in June.

Norsca talc (200g £0.69) described as a "super-line" talc, is also packed in a white dispenser featuring the Norsca design. It will be introduced in May at a special introductory on-pack price of £0.49. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

PRESCRIPTION SPECIALITIES

New anti-arthritis drug from Ortho

Tolmetin sodium is the first of a new series of anti-inflammatory agents, the pyrrole acetic acid derivatives. These resulted from research into modification of indole acetic acid analogues, such as indomethacin. Tolmetin gives a comparable and in some studies a greater therapeutic response with less incidence and severity of side effects than either aspirin or indomethacin. Tolmetin, as Tolectin has already been marketed in the US, Canada, South Africa and Europe.

TOLECTIN tablets

Manufacturer Ortho Pharmaceutical Ltd, Saunderton, High Wycombe, Bucks
Description White circular tablets, be-

velled edges, with Tolectin engraved on one side and scored. Contain equivalent of 200mg tolmetin sodium. Each tablet contains 18mg sodium

Indications Treatment of active stages of rheumatoid arthritis and osteoarthritis; ankylosing spondylitis and peri-articular diseases such as fibrositis and bursitis; juvenile arthritis

Contraindications In patients with active peptic ulcer and to be used with caution in patients with a past history of peptic ulceration. As there may be cross sensitivity to aspirin and other non-steroidal anti-inflammatory drugs, should not be given to patients in whom such drugs induce symptoms of asthma, rhinitis or urticaria

Dosage 600 to 1800 mg daily in 3 or 4 doses. See literature

Side effects Epigastric discomfort has been reported as have skin rashes. If headache occurs, dosage should be reduced

Packs 100 and 250 tablets (£7.88; £18.72 trade)

Supply restrictions Prescription Only

Issued May 1, 1979

PREFIL granules

Manufacturer Norgine Ltd, 59 High Holborn, London WC1V 6EB.

Description Brown coated granules containing sterculia 55 per cent and guar gum five per cent.

Indications Obesity

Contraindications Intestinal obstruction.

Dosage Two rounded 5ml spoonfuls, half to one hour before each meal. To be swallowed without chewing or crushing, with water

Precautions Patients who have become used to a low residue diet may experience abdominal discomfort from increase in bulk. Such patients should take a smaller dose initially

Storage In cool place

Pack 500g (£2.95 trade)

Supply restrictions General sale

Issued May 1, 1979

Nalcrom for food allergy

The product license of Nalcrom capsules has been extended to include its use in food allergy. In this indication it may be used for symptoms both in the gastro-intestinal tract and in other target organs in those patients in whom dietary management alone is not satisfactory. This is the first definitive drug treatment for food allergy. *Fisons Ltd pharmaceutical division, 12 Derby Road, Loughborough, Leics LE11 0RB.*

Novo replace colour codes

Novo Laboratories Ltd have introduced new packaging of their MC insulin preparations, effective May 1. The new Novo design, which replaces the present colour coding system of identification, identifies the type of insulin by the name, and the strength by the prominent figures 40 or 80 (the colour band at the end of the carton is for production purposes only). This is intended not only to achieve a closer standardisation with the packaging of Novo insulins worldwide but also to encourage identification by type and strength of insulin rather than by colour code. *Novo Laboratories Ltd, Ringway House, Bell Road, Daneshill East, Basingstoke, Hants RG24 0QN.*

Mysteclin shortage

Due to temporary manufacturing difficulties, E. R. Squibb Ltd will be unable to supply Mysteclin tablets for several weeks. Mysteclin capsules will remain available. *E. R. Squibb & Sons Ltd, Reeds Lane, Moreton, Merseyside.*

Bencard dates

Bencard are extending expiry dating to all packs of their vitamin elixirs and multivitamin tablets from the end of April. *Bencard, Great West Road, Brentford, Middlesex.*

ON TV NEXT WEEK

Ln—London M—Midlands, Lc—Lancashire, Y—Yorkshire, Sc—Scotland, WW—Wales and West, So—South NE—North-east, A—Anglia, U—Ulster, We—Westward B—Border, G—Grampian, E—Eireann, Cl—Channel Island.

Alka Seltzer: All except A

Anadin: All areas

Aspro Clear: So

Aziza: All except E, Cl

Bakese: Y, NE

Buf Put: Y, NE

Clairol Nice N'Easy: All areas

Crest: A

Farley's rusks: A

Head & Shoulders: A, U, Cl

Immac: E

Mum: All areas

Natural Balance shampoo: WW, So, We

Nomor Grey: U

Odor Eaters: All areas

Philips Ladyshave: All areas

Philishave: All areas

Piz Buin: All areas

Refresh: U

Slender: All areas

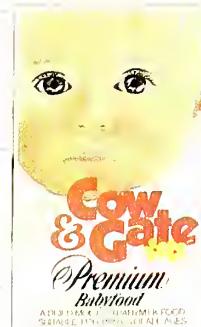
Vaseline Intensive Care lotion: All except

Y, NE

Wondra: Y, NE

Zest: M, Lc, Sc, B, G

PREMIUM % MARKET SHARE



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14%

As we grow up,
you grow up.

Mar/Apr
1978

May/Jun

Jul/Aug

Sep/Oct

Nov/Dec

Of the major brands, Premium Babyfood from Cow & Gate is now the fastest growing in the independent chemist market.*

It's a highly modified milk. In certain key respects it comes closer to breast milk than any of our competitors - and has strong hospital support.

Mothers want the best for their babies and Premium is the best start in life for a baby after breast milk. This is why our growth rate is so impressive.

Make certain you always stock Premium and watch your profits grow.

**Cow
& Gate**

The Babyfeeding Specialists

COMMON DISEASES

by Peter Bowen, senior veterinary

The range of veterinary medicines available for disease control in animals is almost as extensive as that for humans. Animal medicines are now advanced and subject to similar safety, quality and efficacy controls under the Medicines Act 1968 as the human equivalents. Disease problems are of course different in many respects because of the way in which animals live and also because veterinary treatment is strictly controlled by economics.

In common with other major pharmaceutical companies, Wellcome maintains a thriving veterinary and agricultural division, as dependent on a strong research and development base as the group's human medical operations.

Veterinary research is centred at Berkhamsted in Hertfordshire, originally the site of Wellcome's subsidiary, Cooper, McDougall and Robertson, which was acquired in 1958. Many important developments in the veterinary and insecticidal field had already emerged from this location. Among them were phenolic dips, derris dips, benzene hexachloride for tick and sheep scab control, the insecticide toxaphene, dieldrin sheep dips and sprays, dioxathion, the first organophosphorus compound for control of cattle tick and the anthelmintic, haloxon.

Within Wellcome, the site has been further developed and expanded. Major contributions have been made to the use of ethion for cattle and tick control, diamphenethide, the first chemical effective against larval *Fasciola hepatica*, veterinary antibacterial products based on trime-

thoprim and the development of the residual insecticide permethrin (following initial work at the Rothamsted experimental station), a synthetic pyrethroid for public health and veterinary uses.

Most of the antibiotics and antibacterials available for human use are used in animals but administration methods differ. Medicines given as feed additives or drinking water medication are common in animals and injection most popular. Special formulations such as "pour ons" to control warble flies systemically have been developed with many other formulations specifically designed for ease of application or administration. The use of vaccines in animals is probably more extensive than with humans particularly in sheep where there are eight-in-one combinations. Anthelmintics have now a complete spectrum of activity including roundworms, tapeworm and fluke, with doses as low as 5 mg per kg.

The most common diseases in farm animals are undoubtedly those involving either the gastro-intestinal tract or the respiratory system particularly in young growing animals whether calves, lambs, piglets or chicks. The causes are mainly viral, bacterial and endoparasitic either single or in combination but these primary causes are frequently complicated by a poor immune status and various stress factors such as inclement weather, inadequate nutrition and generally bad husbandry.

For example, if a calf has not suckled sufficient colostrum with its

maternal antibodies to provide a high level of passive immunity, and it is reared in a dirty or badly ventilated environment, or on an inadequate diet, it is not surprising if it succumbs to an overwhelming enteric or respiratory infection.

Non infectious diseases are usually the result of metabolic disorders, such as milk fever, grass tetany, acetonæmia and various nutritional deficiencies; alimentary upsets such as bloat, or poisoning, traumatic incidents such as accidents and injury, or other physiological conditions such as birth problems, including infertility, abortion, retained placentas, and prolapses. They account for about 30 per cent of common diseases, particularly in older animals.

Calf mortality

In calves surveys have shown that disease mortality figures are commonly around 5 to 10 per cent but can be as high as 20 per cent. It has been estimated that 50 per cent of these are the result of *E. coli* infections. Salmonellosis periodically gives rise to serious problems in calves and so does viral pneumonia with secondary bacterial infection.

In older calves turned out to pasture, endoparasites are a constant disease menace. In late summer and autumn, "husk" or parasitic bronchitis is common. So are other worm burdens which may not be apparent until the following spring when inhibited *ostertagia* larvae emerge *en masse* from the gastric mucosa where they have been encysted throughout the cold weather.

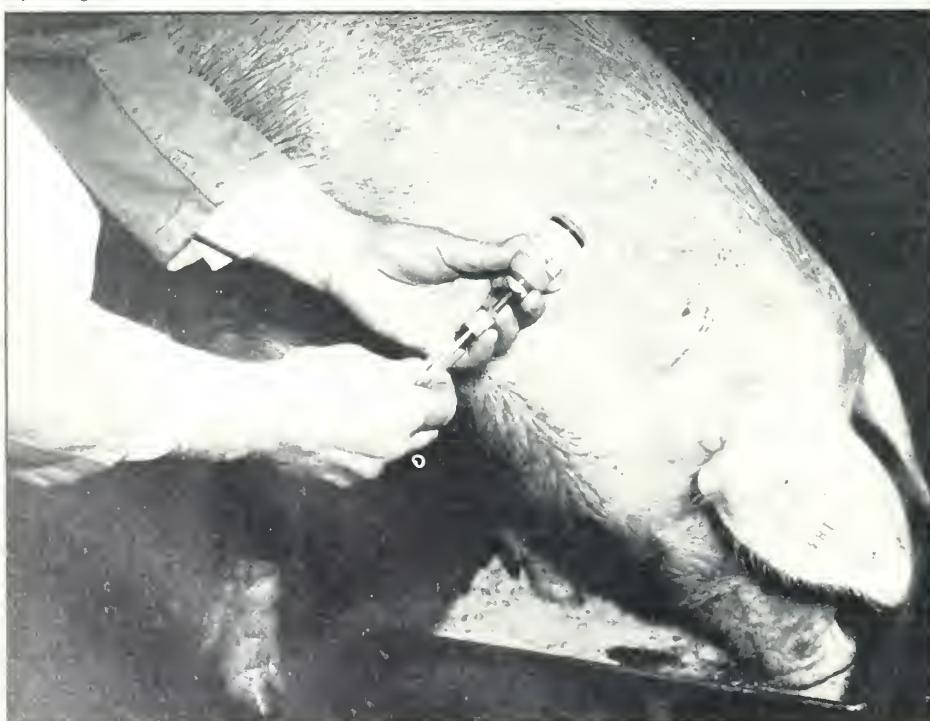
Economics of morbidity

For piglets the national average mortality at eight weeks has been estimated at 16 per cent, and about 2.8 per cent from eight weeks to slaughter, costing the industry in excess of £100 million per annum. Scouring is again the major cause of disease but is closely followed by atrophic rhinitis and enzootic pneumonias. Morbidity is a major economic factor in pig disease because of the high costs of production, so it could be said that a chronically sick pig would be better dead than alive.

Still far too many lambs born alive fail to survive to weaning. Total mortality figures can only be guessed at but in hill flocks this can exceed 20 per cent. Whilst infection plays an important part, lambs are more subject to the stresses of inclement weather and lack of milk. parasitic worms are an ever present threat even where "clean" pastures are available and without monthly treatment serious losses can result.

Pasteurellosis, the cause of septicaemia and pneumonia is probably the most common single cause of sheep diseases both

Injecting Gletvax, an E Coli vaccine for enteritis



IN FARM ANIMALS

adviser, Wellcome Foundation Ltd.

in lambs and older sheep. Sheep are especially susceptible to diseases caused by clostridial organisms and include more than eight such oddly named diseases as Braxy, Struck, Pulp Kidney, Blackleg.

Chicks are, today, remarkably healthy due to the production of pathogen-free eggs and a relatively disease-free controlled environment for hatching and rearing. The results of a sophisticated management system and rigid disease control show that rearing of animals intensively does not necessarily end in a poorer health status; rather to the contrary.

Adult cattle are subject to a large number of bacterial and other infections. The most important and common is mastitis, caused by an apparently increasing number of different organisms ranging from streptococci and staphylococci to coliform organisms and exotics such as mycoplasma and even fungi. Brucellosis, manifesting as contagious abortions, and infestation with warble fly grubs are still common in spite of a progressive eradication scheme. Probably the most common diseases in cattle are due to metabolic disturbances involving mineral deficiency or imbalance, mycotoxic and other nutritional problems.

Adult sheep carry heavy worm burdens



and in the wetter areas of Britain liver fluke transmitted by water snails is still common. Ectoparasites are more of a problem in sheep than other farm animals so that infestations with keds (wingless flies) lice, sheep scab (mange) require continued treatment with organophosphorous and gamma BHC dips. Abortion in sheep is common due to a variety of infections including chlamydia and toxoplasma. Metabolic disorders are also common in sheep including copper, magnesium and cobalt deficiencies.

Great expansion

Apart from the vast armoury of effective animal medicines developed by the pharmaceutical industry over the past 40 years there has been a great expansion in veterinary services. Farming areas which were supporting no more than two veterinary surgeons just after the 1939-45 war are now serviced by no less than four practices employing over 10 veterinary graduates. The animal health division of the Ministry of Agriculture, Fisheries and Food has also been expanded with extension of the veterinary investigation laboratory services plus the Agricultural, Development and Advisory Service livestock advisers and Milk Marketing Board technicians.

As well as the formidable array of diseases in farm animals, the Wellcome V&A division is also concerned with the prevention and cure of a variety of diseases found in household pets. Canine and feline diseases such as skin and wound infections, bowel disorders, abscesses, and infectious enteritis are all treated by Wellcome products. Canine distemper is prevented by vaccination.

Successful formula

Although the range and diversity of animal diseases are therapeutically different to those of humans, in terms of approach to prevention and treatment the pharmaceutical companies have employed the same successful formula of expertise in research and development backed by efficient distribution and an ethical concern for the patient (both before and after the product is administered). A measure of the success of this approach is a recent tribute to the pharmaceutical industry's contribution to animal health from Sir Henry Plumb, past-president of the National Farmers' Union, who said, "Agriculture is a success story, at a time when there are few successes around on the industrial scene. I am proud of this, but the NFU is the first to acknowledge that the success of our industry is not solely due to the efforts of farmers alone. A large number of people in our associated trades and professions should take some of the credit, not least in the pharmaceutical industry."

DISEASE	SPECIES	SIGNS	TREATMENT
Enteritis, which may be caused by a number of organisms including <i>E. coli</i> , <i>salmonellae</i> , clostridial organisms, rotaviruses, TGE viruses, <i>treponema</i> spp	cattle, sheep, horses, pigs, poultry, pets	diarrhoea (scour), pyrexia, anorexia, debility, death	antibacterials, electrolytes, and fluid therapy, correction of management, vaccines
Mastitis, caused by <i>staphylococci</i> , <i>streptococci</i> , <i>Corynebacterium pyogenes</i> , <i>E. coli</i> , <i>pseudomonas</i> , mycoplasma, fungi	as above, except poultry.	inflammation of the mammary gland, pyrexia, debility, death, increased milk cell counts	antibacterials (including intramammary), anti-inflammatories, correction of management
Pneumonia, caused by <i>pasteurella</i> , <i>haemophilus</i> , <i>Bordetella bronchiseptica</i> , viruses, endoparasites	see enteritis	dyspnoea, coughing, pyrexia, debility, death	antibacterials, vaccines, anti-inflammatories, anthelmintics, supportive therapy, correction of management
Urogenital disorders <i>Brucella abortus</i> , <i>salmonellae</i> , <i>Klebsiella</i> , <i>haemophilus</i> , <i>toxoplasma</i> , <i>vibrio</i> , <i>leptospira</i> , viruses, chlamydia	see enteritis	infertility, abortion, debility, death	antibacterials, vaccines, hormones, supportive therapy, correction of management

The above is provided by Wellcome Foundation Ltd as a guide. The company stresses the veterinary surgeon should be consulted for diagnosis and treatment.

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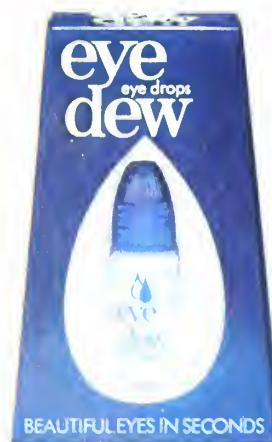
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Young girls aged 15-24 who like to experiment with their appearance and have the money to do just that.

Eye Dew gives your young customers smashing, flashing eyes in seconds.

And it belongs on the cosmetics counter.



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A product created for women in their thirties who want clear, youthful eyes.

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Crystal Clear Drops effectively take ten years off their eyes in ten seconds.

And the place for Crystal Clear is the cosmetics counter.



Hayfever

Triominic-
WANDER
**the effective
treatment....**



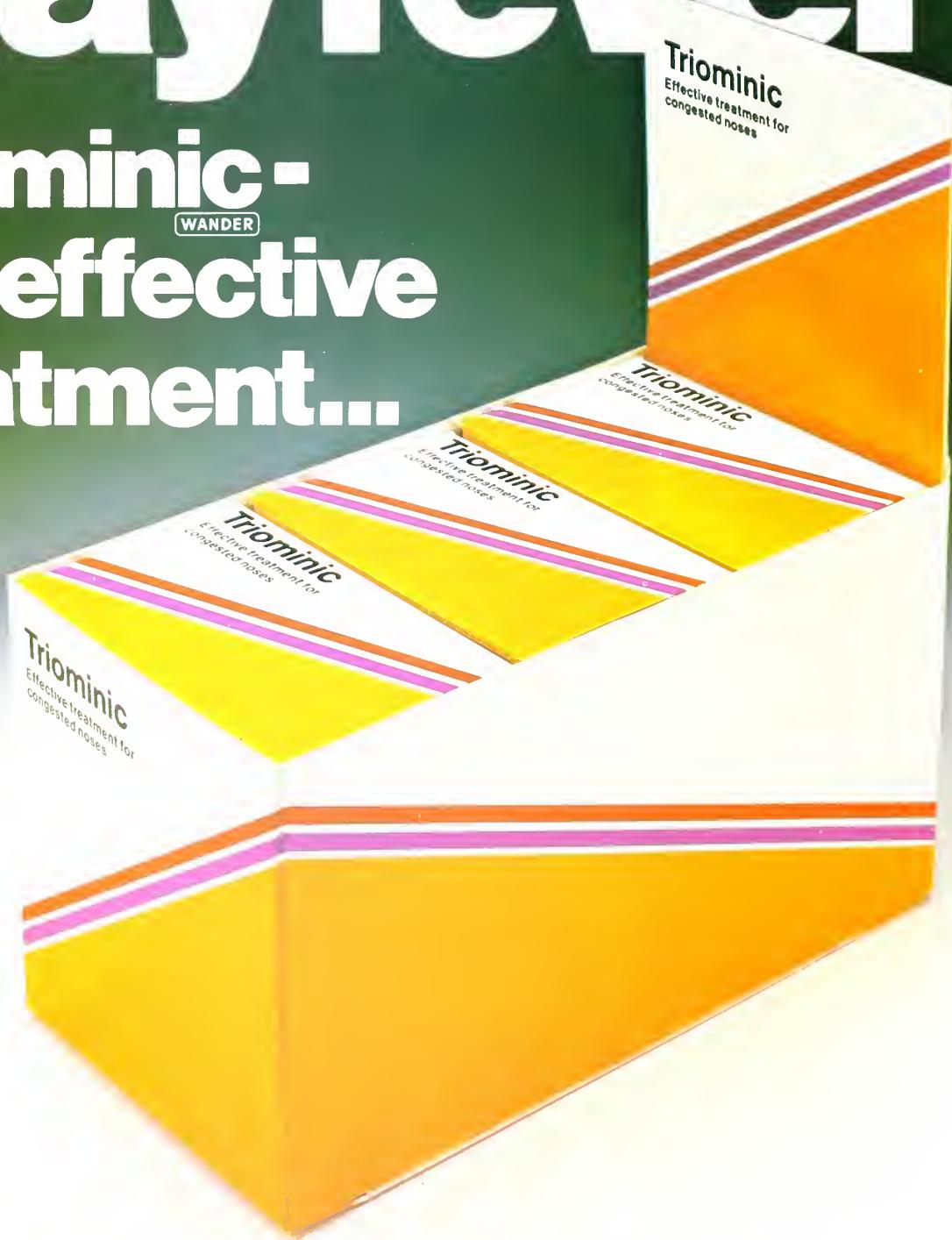
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Available through major wholesalers

Offer closes 31 May 1979

Hayfever

Triominic-
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**the effective
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Available through major wholesalers

Offer closes 31 May 1979

April 1979, Tr 906

000 to make you your customers' eyes.



NEW CLEARINE

The chlorine in swimming pools makes eyes sore, red and itchy. So does hay fever.

There are millions of swimmers and a large number of hay fever sufferers.

Which is why we're launching new Clearine, to relieve these symptoms within minutes. Put new Clearine with the proprietary medicines.



Optrex
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Soothes sore
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Optrex lotion is the trusted solution to family eye problems. And now Optrex is available in drops as well as lotion.

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Eye care for everyone.

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Stock up? Of course you will; you want a slice of the action. And don't forget to display. Show the ladies that you know how to treat them.

The Brand Leader.

How to help cat and dog owners' decision-making

by Colin Price, MA, Vet MB, MRCVS, adviser to Shaws Veterinary Chemists Ltd

It is a fair generalisation that symptoms in pets will have progressed further before owners realise there is something wrong than if owners were experiencing those symptoms themselves. So often, the best advice the pharmacist can give is to consult a veterinary surgeon. I am often reminded that the owner's relationship with a sick pet is similar to the parents' relationship with an ill young baby; it is difficult to interpret symptoms or assess their importance. This article is intended to help the pharmacist called upon to assist dog or cat owners in those decisions.

Vomiting

Vomiting is a symptom of many serious diseases (intestinal obstruction, pancreatitis, uterine infection etc.) but is more commonly due to a simple "tummy upset". The pharmacist must inquire as to the general condition of the dog or cat. If it is otherwise bright and fit, starvation for 24 to 36 hours should be advised. If the pet is at all dull or depressed or if starvation is not effective veterinary advice must be sought urgently. Drugs such as Stemetil are effective but must only be used when an accurate diagnosis has been made.

Diarrhoea

Diarrhoea is common in dogs and is not serious unless the dog is dull or weak or the diarrhoea contains blood. Strict starvation for 24 to 36 hours should be advised and a kaolin preparation prescribed. If not successful, again a veterinary surgeon should be consulted.

Coughing

This is always a serious symptom. In cats it is usually due to cat influenza. In dogs it may be due to distemper or "kennel cough" or heart disease. The pet owner should not waste valuable time with cough medicines, which in my experience are of little value.

Excessive thirst (Polydipsia)

This is a symptom of several serious diseases (diabetes, uterine infection, kidney disease, liver disease) and the owner should seek veterinary advice urgently.

Ear disease

Cats producing excess of dark dry wax usually are infested with ear mites; some people refer to this as canker. Preparations containing BHC will cure the condition so long as they are used correctly; liquid preparations are infinitely preferable to powders.

Of the different causes of ear disease in the dog many are difficult to treat. Irritation within the ear canal is often distressing to a dog and if it is in discomfort, time should not be wasted with non-specific ear preparations;

veterinary advice should be sought from the outset. If the symptoms are mild creams will on some occasions be helpful. It is vital not to neglect ear problems in dogs; I have seen many cases that were incurable by the time they were presented but could have been treated at an earlier stage.

Itchiness

Many itches in cats and dogs are due to infestation with fleas and the pharmacist could logically dispense a reputable insecticide. It is essential to treat all dogs and cats in the same household. Unfortunately, some dogs and cats become allergic to fleas, so preparations quite successful at keeping down the number of fleas are of no benefit to such animals, and nothing short of complete eradication will relieve their itching. A flea eradication campaign is complex and

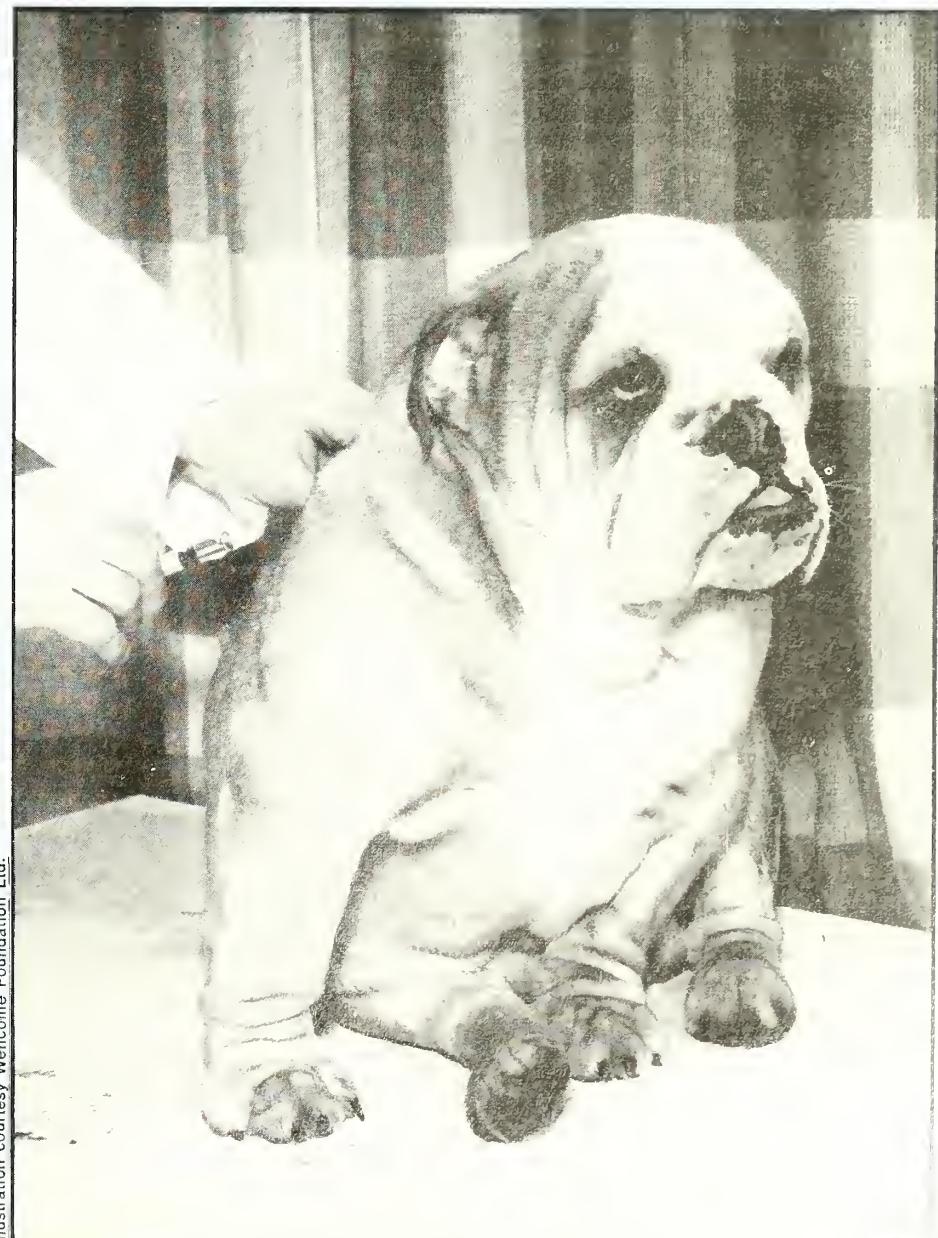
time consuming and most definitely requires professional advice.

There are many causes of itchiness other than fleas so that if insecticidal preparations are not successful after a few weeks, a veterinary surgeon should be consulted. If itchiness is so intense that scratching and gnawing are producing sore, raw areas (eczema) do not waste time with insecticidal preparations but advise that the pet be taken to a veterinary surgeon immediately.

Conjunctivitis

In cats the most common cause of conjunctivitis is cat flu. In dogs conjunctivitis may occur due to distemper, ingrowing eyelashes, eyelid deformities or the presence of a foreign body, such as a grass seed, in the eye. There is no

Continued on p620



Cat and dog decisions

Continued from p619

place for non-specific ophthalmic preparations in veterinary medicine; accurate diagnosis and specific therapy are essential or many eyes will be unnecessarily lost.

Hair loss

If an owner is worried about excessive loss of hair it is necessary to determine whether or not there are bald patches on the body. If so much hair is being lost that there are bald areas, a veterinary surgeon must be consulted but if there are no bald areas the dog is simply undergoing an exuberant moult and skin tonics rich in fatty acids and fat-soluble vitamins are of value.

Lameness

Many old dogs suffer from arthritis and aspirin is of immense value in its treatment, but normally lame pets should be taken to the veterinary surgeon unless the symptoms are mild. The pharmacist should always advise owners to examine thoroughly the pet's foot for a thorn or drawing pin; something often missed is an elastic band placed over the pet's foot by a child.

Loss of appetite

There are so many reasons for a pet going off its food that the pharmacist must always advise veterinary attention.

Obesity

This is an extremely common problem in dogs although unfortunately not all owners recognise it as a problem or appreciate its significance. The pharmacist can give much valuable advice about decreasing calorie intake but if this does not result in a reduction in weight the dog should be investigated for hormonal disturbance.

Tapeworms

Usually the dog or cat sheds tapeworm segments, which look like grains of rice around the anal region. They have an extremely complex life-cycle, requiring an intermediate host such as rabbit, mouse, sheep, or flea. They do not pass directly from dog to dog or from cat to cat. Cats that are successful hunters are most likely to be infested. There are many satisfactory preparations for the treatment of tapeworms but the main difficulty the pharmacist will have is to distinguish roundworms from tapeworms aided only by the owner's description.

Roundworms

Roundworms in dogs are extremely important because the common roundworm *Toxocara canis* can be transmitted to humans. All puppies are infested with this worm unless their mother has been treated prior to and during pregnancy. All puppies should be treated at about

Illustration courtesy Wellcome Foundation Ltd



four weeks-of-age and again at weaning, and then at least twice more before they are six months-old. Roundworms are long and thin and may vary from being thread-like to the size of a garden worm.

All dogs should be treated for roundworms every six months. Piperazine is routinely used for the treatment of all roundworms in dogs and cats. Some of the older preparations are not satisfactory and some of the more recent organophosphorus preparations claim to be more effective than piperazine but they are more expensive and are not yet in routine use.

Dietary supplements

Many supplements of minerals and vitamins, etc, are currently available for dogs and cats. If the pet eats a reputable tinned or dried food with a reputable biscuit the owner can be confident the food has been prepared by expert nutritionalists and will be satisfactory in all respects. If, however, the pet is a fastidious eater, as are many cats and some dogs, and has a restricted diet, for example, only fresh meat or only liver, the diet is likely to be deficient in many respects. It is not feasible in each case to assess the particular deficiencies so that products containing adequate amounts of all essential vitamins, minerals, amino-acids and fatty acids should be recommended.

A note of caution

Pharmacists are reminded that under the Veterinary Surgeons Act 1966, no-one but a registered veterinary surgeon (with specific exceptions) may practise "veterinary surgery"—and that includes the diagnosis of disease in, and injuries to, animals; the giving of advice based upon such a diagnosis, and the medical or surgical treatment of animals—Editor.

BDAMA guide to Part III

The British Distributors of Animal Medicines Association Ltd has revised its "Classified products list and interpretive guide to Part III Medicines Act". The guide gives practical advice on complying with regulations on sale and supply of veterinary medicines and includes an extended product list—claimed by BDAMA to be the only comprehensive list available.

The guide points out that BDAMA members should operate their businesses in the spirit and intention of Part III to prove to government they are responsible retailers, which should be taken into account for future legislation. The Association advises pharmacists to list, as soon as possible, as sellers of PML products (veterinary drugs that may be sold by non-pharmaceutical retailers or merchants at listed premises) because it allows advertising to farmers. The listing authority is the Pharmaceutical Society or in Northern Ireland, the Department of Agriculture. Separate listing is required for PML products sold for incorporation in animal foodstuffs. The retailer's business must be predominantly in veterinary drugs for list qualification.

The guide lists the essential differences in restrictions on pharmacies and listed merchants. BDAMA believe the advantage to be with the pharmacist. Advice is given on persons to whom sales may be made, layout of premises, storage requirements, labelling, records, and supervision and control.

The revised guide is available (£2 with order) from S. Bootland, chief executive officer, BDAMA, Ebor, Peters Close, Prestbury, Cheshire SK10 4JQ. The Association will also issue amendments to the guide as they occur and assist with inquiries.

Wormer treat

Mebatreat is a new dog and cat wormer containing mebendazole 50mg with yeast in each tablet (one full adult dose). The tablets (20, £1.39) are presented in a "tasty treat" form for easy administration. Mebatreat is claimed to have a wide spectrum of activity, effective against roundworms, whipworms, hookworms and tapeworms of dogs and cats. The product is classified PML. *Crown Chemical Co Ltd, Lamberhurst, Kent.*

Sergeant's dog deterrent

Sergeant's have produced a door sticker (7ins x 5ins) designed to deter dogs from pharmacies. The message reads "In the interests of hygiene—dogs please wait outside for Sergeant's pet care products". The sticker is available free from the consumer products division, *A. H. Robins Co Ltd, 14 Conduit Street, London W1R 9TG.*

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Setting up an 'ag and vet' pharmacy practice

Anyone wishing to set up an agricultural and veterinary pharmacy practice will require space, capital, research and business acumen. The stock is bulky and expensive and whilst credit from suppliers is restricted to perhaps less than a month, it is not so easy to persuade customers (the farming community) to abide by the same rule.

Research involves identification of market gaps. Statistics of the type and quantity of farming in an area can be obtained and the competition supplying the area can be assessed. Manufacturers may be able to help with advice on a suitable site. It is important to define the potential of the area and how much of it can be exploited. By knowing what is spent on each farm animal, for example, and how many such animals are in an area, market size can be calculated. An ordinance survey map marked with farms, type of farming and competitors will reveal any gaps for a new business.

There are a number of organisations from which a pharmacist can seek advice and information. The Pharmaceutical Society has an agricultural and veterinary group with a committee responsible to Council through the Practice Committee. Regular meetings and courses are held for group members. The British Distributors of Animal Medicines Association also holds a series of meetings. Manufacturers, the Ministry of Agriculture, Fisheries and Food, veterinary publications, and the Association of the British Pharmaceutical Industry compendium are all sources of necessary information. To make valuable contacts, pharmacists could also join the National Farmers Union as an honorary member.

Sources of supplies

If a pharmacist decides to start a practice, sources of supplies must be found. Many manufacturers appoint agents and a newcomer is unlikely to have sufficient business initially to warrant all agencies. Wholesalers and even other businesses in a non-competitive area will be worth contacting—they have an interest in having agricultural and veterinary medicines supplied by pharmacists rather than van salesmen. When the business takes off, supplies can then be obtained at competitive prices from manufacturers. It is then that storage space will be at a premium. If there is insufficient room on the site additional premises may have to be taken—good access for vans and lorries is, of course, a necessary factor.

The business will need promoting if it is to grow. Window and shop displays have their value but farmers may not regularly pass by the premises to see them. A system of farm calling will be



A typical storage problem

necessary and it is here that the pharmacist suffers a disadvantage. He cannot supervise a dispensary and visit farms at the same time. Either he must call outside of shop hours—not always the best time for the farmer, or a representative needs to be employed.

Mr W. P. B. Phillpotts, a member of the Society's agricultural and veterinary committee, has a large practice in Buckinghamshire. Although he encourages farmers to visit his shop, his vans make up to 60 deliveries a day on a once or twice a week cycle. However, he stresses that deliveries must be more frequent if required by the customer. Mr Phillpotts, and his partner Mr J. Lane, a pharmacist member of the Veterinary Products Committee, employ five specialist representatives, organised by an agricultural sales manager.

Mr Phillpotts believes that overselling does more harm than good to a business and consequently his representatives are not paid commission on sales. Effort is rewarded in other ways, however.

It is important to offer a complete service, says Mr Phillpotts, and the ideal situation is to hold a sole distributive agency in a closed area. A training scheme for representatives is in operation with the help of manufacturers.

To offer the complete service, Mr Phillpotts' advice is to get to know farmers. They may have large, medium or small farms, they may be mixed or specialist, owner-run or bailiff or manager supervised. Farm calling is expensive and it is therefore wise to assess the particular farmer or farm before a visit. An important asset, says Mr Phillpotts, is a smile.

Call intervals should be classified by a system to suit the geographical and farming pattern of the area. For example, priority calls may be large accounts or regular buyers (dairy), next would be medium potential (mixed

arable, sheep) and others such as arable may be November, March and April calls only. At 12 calls a day for five days a week, a six-week cycle could produce 250 to 300 designed calls with additional cold calls. Time should be allowed for office discussion of results and debts, new products, promotions, deletions and changes.

Mailing lists are not difficult, says Mr Phillpotts; NFU membership, parish lists, maps, local knowledge, classified telephone directories, and national companies are useful starting points. Markets are a diminishing method of sales, he says from experience.

Farmers meetings are a good way to influence customers. The subject of the meeting must be appropriate to the area and time of year, for example "rats". The speaker must be the best available; an expert in subject and performance. The time and day of the week for meetings are vital to avoid other events.

To get farmers along, Mr Phillpotts advises an early warning of the date by letter followed by an official invitation a week before the event. Important people should be reminded by telephone again. It is important for staff and invited national representatives to arrive at the event in good time.

Agricultural shows, says Mr Phillpotts, are less popular but are a cheap form of visual aid advertising. Many national companies have withdrawn from the county shows but there may be more support for local efforts. He sees value in local and national advertising particularly in being included as a large company's stockist.

Ordered development

Mr Phillpotts suggests an ordered development of an agricultural and veterinary business. A pharmacy can naturally extend to animal health products and then progress to stockman's equipment. Farm chemicals such as disinfectants and insecticides could follow and then feed supplements. Dairy hygiene equipment and chemicals would include detergents and sterilisers, teat dips and udder creams. Protective clothing such as overalls and wellingtons can develop to be an important part of a business. Milking machine spares, farm equipment such as tools and fencing could follow. Household and garden products such as tools, paint, and petfoods could then be added.

For the physically fit person—there is a lot of stock to heave about—an agricultural and veterinary business can give many rewards in job satisfaction and profits. All in all it is worth investigating and who better than the pharmacist to supply a service requiring safety, efficiency and quality.



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Need for more tests on bioavailability?

Conventional quality control procedures could be inadequate for a number of pharmaceutical products, suggested Dr B. R. Mathews, senior scientific officer, British Pharmacopoeia Commission, last week. Additional tests were needed to control bioequivalence.

Apart from digoxin tablets, the candidates for bioavailability controls, according to the literature, included ampicillin capsules, aminophylline tablets, erythromycin tablets, hydrochlorothiazide tablets, methyl prednisolone tablets, phenytoin sodium capsules and tetracycline tablets and capsules. If the need for more tests was accepted, it would then have to be decided which products needed additional controls and which methods should be used.

The Department of Health may ask for dissolution or bioequivalence data under the Committee on Review of Medicine's review and a list of products being considered for dissolution control was available from the BP Commission.

Dr Mathews was speaking at the first residential symposium organised by the British Institute of Regulatory Affairs, held at Nottingham University.

Pharmacists legally responsible

According to Mrs Jane Nicholson, adviser on regulatory affairs to E. R. Squibb & Sons Ltd, a pharmacist is responsible for product registration in no fewer than 15 countries. No other profession appears to have similar legal responsibilities in other countries. She reviewed the reasons used by regulatory authorities to refuse product registration, in addition to the commonly accepted criteria of safety, quality and efficacy. Reasons included no therapeutic advantage or medical need (10 countries), price (19 countries), ban on importation of finished products (7 countries), ban on drug combinations (11 countries) and requirement of desirability of local clinical studies (15 countries).

In about one third of the countries with registration formalities, clinical trial notification or prior approval is required. In 18 countries, the system involves notifying the authorities before starting the trials. Prior approval of trials is required by the health authorities in another 13 countries, taking on average from two weeks (Sweden) to one year (Canada). The UK currently has the third longest time with seven to nine months delay.

It was suggested that if authorisation was necessary, it should be granted within 30 days and be flexible enough to apply to an overall research programme rather than to the approval of individual studies. There appeared to be no legal provision on time limits for obtaining registration approval, apart from national legislation in some of the

Common Market countries resulting from an EEC Directive that applications must be considered within 120 days, and a similar requirement in Canada.

Miss Margaret Cone, Department of Health pharmaceutical secretariat, spoke on "Possible future controls" and referred to changes that may result from harmonisation in the EEC and from the activities of the Committee on Proprietary Medicinal Products. The CPMP has been set up to deal with registration in Common Market countries.

In further discussion the following points were raised: The CPMP procedure has not yet been tested as initial applications are still being processed.

Several problems have arisen—for example, the current CPMP does not allow questions to be directed to the applicant during the 120 days; the question of how objections can be communicated is being considered. Language requirements still pose problems. It was suggested that the CPMP's authorisation's might become legally binding.

Turning to the CRM review of medicines, the meeting discussed the possibility of licensing being extended to include ingredients, hospitals, diagnostics, cosmetics, surgical materials and appliances, and haemodialysis preparations. Other topics relating to individual product controls that might arise in future could be uniform product coding, European Pharmacopoeia monographs for formulations, approved excipients, flavours and preservatives, original pack dispensing, extension of use of child resistant containers, additional labelling regulations and information to patients.

Dispense with diminishing sales.



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Numark takes stock and looks into the Eighties

"Numark is a success story," the voluntary trading group's first convention was told last weekend in Amsterdam. But the 300 or so participants, who included chemist members, wholesalers and manufacturers' representatives, were invited to look forward to an even brighter future in the forthcoming decade.

"To my knowledge this is the very first occasion that so many independent chemists have gathered together for the prime purpose of examining their retail trading interests, in conjunction with their wholesale suppliers and manufacturers," said Mr David Coleman, chairman of ICML, in opening the convention. From there on, however, he took a "back seat" and left the presentation in the hands of television personality Raymond Baxter—who had made the sound track and the audio-visual presentation for the original ICML launch some six years ago.

Mr Arthur Trotman, ICML's managing director, began by referring to "hidden persuaders". In 1977 around £1,500m was spent influencing people towards shops and products—on average some £30 per head per year for every man, woman and child in the UK—and in recent years it was the multiple and large-scale retailing organisations which had learned the power of advertising and the benefits which were to be derived by increasing sales volume. "In retail marketing it has become increasingly important that you first sell the shops in order to sell the products."

Only a multiple of retailers could afford to mount effective advertising campaigns by sharing the cost and/or generating manufacturer support—but advertising was not the prerogative of the large multiple retail organisations. Independent retailers banding together could also create the benefits of scale.

Chemists don't set trends

However, chemists were few in number compared with retailing counterparts with whom they competed for OTC market share, sales and profit: 11,500 chemists collectively conducted around 4½ per cent of all retail sales (Boots alone with 1,200 or so branches conducted in excess of 50 per cent of all toiletry and cosmetic sales). "We estimate that the 9,000 or so independent chemists, and that includes all other multiples, collectively hold around 2½ per cent of all retail sales. Accordingly we must accept that the shopping public are primarily influenced by what they see and experience in shops other than chemists. We must accept that chemists are not the trend setters."

But if chemists wanted more customers to visit their shops and existing customers to spend more, they had to compete—in retailing efficiency and standards as well as on price. "We must

match up with our competitors in shop appearance—both exterior and interior. We must see that the shop decor is attractive, with a good standard of lighting, good flooring, up to date fixtures and fittings, effective merchandising displays, and good appearance and attitude of our shop assistants."

Modern retailing is based on large-scale one stop shopping aimed at achieving low operating costs as a percentage of sales, Mr Trotman went on. "Pro-

"Multiple concerns in the food business allocate 1 per cent of total sales to advertising and in non-food distribution this can be up to 5 pc"

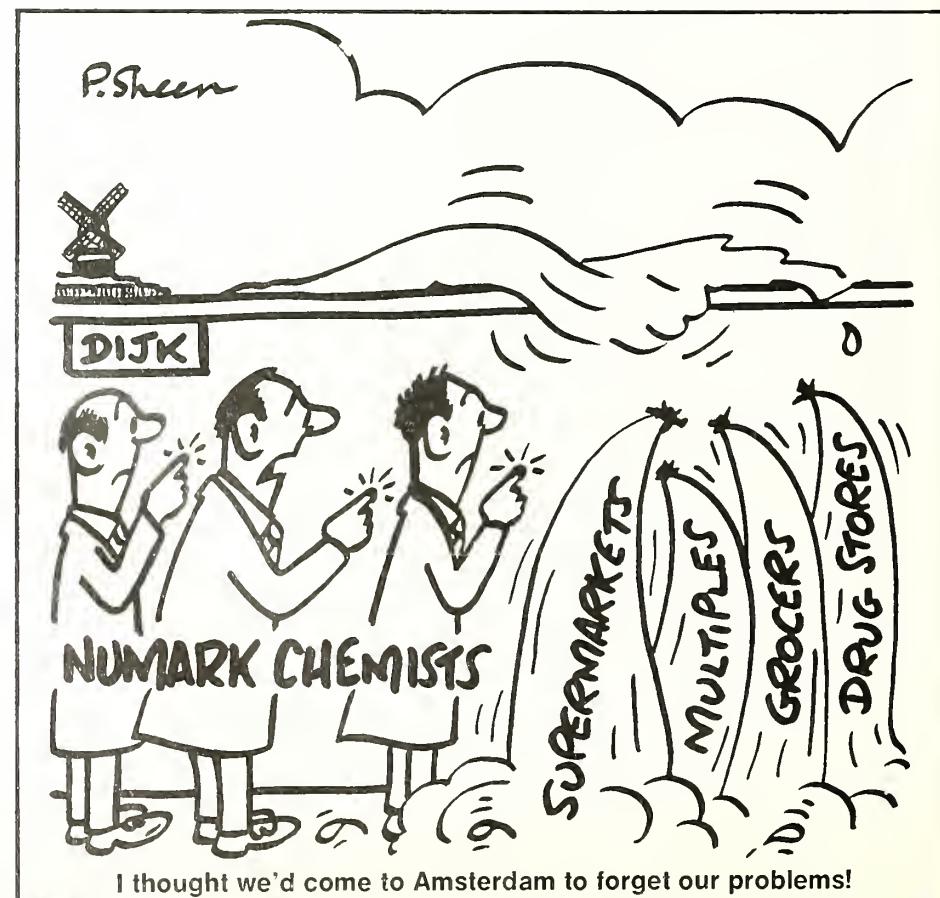
ductivity per employee is important. Only recently I noticed that Kwiksave claim to average in excess of £1,700 per employee per week. It is undoubtedly the highest in retail distribution."

Multiple retailers had become increasingly aware of their power over manufacturers who relied more and more on them to distribute and merchandise expensively advertised products. "The

initiative is continually swinging away from the manufacturers to the retailers and the bigger the retailers' sales and share of markets the higher their demands on manufacturers to contribute to the promotional expenses through co-operative advertising."

Retail concerns also contributed financially to the advertising campaigns, however, but the amount varied considerably and normally in the food business multiple concerns allocate 1 per cent of their total company sales to advertising. In non-food distribution it could be up to 4 per cent or even 5 per cent. Normally about 50 per cent of the total advertising campaign costs are from the retailer's own financial contributions.

Asked by Raymond Baxter why manufacturers entered this particular "rat race", Mr Trotman said that few could afford not to—they needed customers' support to stock, display and to promote products in order to back up their own brand advertising, while increased volume sales helps to achieve high productivity ratios at the point of manufacture and in distribution and selling. It was not uncommon for a brand to jump even seven times the normal rate of sale when on promotion coupled with co-operative advertising. Top of the expenditure table were Boots with £6.5m in 1978 (MEAL data), but others were increasing rapidly, such as Tesco, Wool-



worths—and Sainsburys, who were only recent "converts" to advertising. All of these, and the Co-ops, were increasingly turning their attention to advertising toiletries.

"How are independent retailers of all sorts tackling this problem, or are they declining in numbers and losing sales?" asked Raymond Baxter. Mr Trotman replied that alive and alert independents were fighting back, each in their own

"There really is no alternative but to be credibly competitive, reduce the traditional high gross profit margin, increase volume sales and increase the net cash retention in the business."

ways. "But there are two distinct trends they have in common. Firstly, the attitude of independent traders has had to change. There is no room for the reluctant retailer. Most have recognised that they must be aggressive and promotionally minded. There really is no alternative but to be credibly competitive, reduce the traditional high gross profit margin, increase volume sales and increase the net cash retention in the business. The second trend that they have in common is trading together—in the main with their wholesalers—in order to achieve the benefits of scale." Three voluntary food groups—Spar, Mace and VG—spent together over £2m on advertising in 1978.

Overseas example

Looking overseas, Mr Trotman drew parallels with chemists' reaction to similar events in the USA and South Africa. But it was to Australia that he turned for a taped contribution to the presentation. Mr Derek Caine, manager of Chemmart, "one of the more aggressive chemist marketing groups developing in Australia," said his group's marketing programme was based on identification, advertising and promotion, and management and marketing services. "Chemmart pharmacies are friendly places to shop, with a wide range of quality merchandise, our staff are well trained and helpful and the pharmacist is always available to greet and help you with your requirements. Chemmart prices are competitive with other retail outlets and a good selection of specials are always available. Chemmart practise pharmacy as a professional service in the community. We are pharmacy, we are not drugstores, we are not food stores under a different heading. We are pharmacy, and we never forget it."

But, stressed Mr Caine, the two reasons for success were discipline—"the fact that we only allow, we only want, and we only keep members in the Chemmart chain that are prepared to take the services offered and utilise them in making their own business successful"—and identification of the chain.

Mr Trotman pointed out that resale price maintenance on "ethical" medi-

cines does not exist in Australia and accordingly chemists have always traded aggressively in a highly competitive situation—on both prescription and over-the-counter sales. Also wholesalers had to fight aggressively for retailers' business. "I have yet to meet a passive Australian pharmacist," said Mr Trotman. Nevertheless, they had never known the UK's high standard of wholesale delivery services and chemists had few options of wholesale suppliers. Accordingly it was the wholesalers who took the initiative in setting up voluntary trading groups and in the main have laid down the hard and fast rules to which the chemist appeared to have to conform.

"As far as the UK experience is concerned only recently are we seeing a serious disturbance to resale price maintenance, and a threat to the high service levels that wholesalers offer. Should we lose RPM on 'ethical' medicines I have no doubt that we shall see the closure of a number of wholesale chemist companies. The remaining wholesalers will have no alternative but to demand similar strict trading disciplines from their retailers and that may not be too far away."

Australian quotation: "We operate a voluntary group—it is voluntary to come in and it is voluntary to go out but it is (expletive deleted) not voluntary while you are in."

Mr Trotman said that Boots were "unique" and no other country in the world had such a formidable competitor dominating distribution. In 1978 their sales were worth £790m, they held 40 per cent of all sales in chemists and 55 per cent of chemists' toiletry and cosmetic sales. It was claimed that 80 per cent of UK housewives visited a branch at least once every two weeks. "Shoppers vote with their feet. Boots prove that you can retain a respected and professional pharmacy image and trade successfully and competitively on OTC products." But Boots branches also looked like Boots branches—something that could not always be said for Numark chemists, Mr Trotman added.

However, there were many Numark members who had taken central office advice on shop development and some reported to the convention on tape and slide. First, Mr Wisbey in a new shopping precinct in Swindon, reported that his business went up initially by 20-25 per cent and in the eight months since 45-50 per cent. The second report came from Mrs Wright of Hull whose business had not been refitted since the early 1930s. By 1975-76, customer numbers had fallen to an all time low of 45,000 per annum. "We found that this increased 3,000 on the first year after the refit and a further 2,000 after the second year of the shop fit; prescriptions were up about 10 per cent. Finally, Mr David Newton said in the eight months after a refit OTC sales increased by 37½ per cent "and they're still going up."



Arthur Trotman

Progress report

Mr Charles Morris-Cox, Numark retail development manager responsible for developing national promotions, merchandising support and advertising campaigns, next reminded the convention that when ICML was created in 1973 around 40 per cent of chemists' OTC requirements were being purchased direct from the manufacturer. The remainder came from wholesalers largely in split case lots, usually at standard trade prices or at discounts rarely exceeding 4 per cent or 5 per cent regardless of the volume. How could independent chemists sell right if they could not buy right? he asked.

Wholesalers could only afford to give additional high discounts if their chemist customers gave them high volume sales—and few wholesale chemists regarded OTC sales as more than a "service" and to gain a share of the "ethical" business. However, the retailer-wholesaler trading partnership created by ICML had led virtually every other wholesale chemist to examine trading practices and to provide similar support to their independent chemist customers.

"There can be no doubts that the vast majority of independent chemists have

"We believe that after Boots, ICML is the largest buyer of toiletries in the UK."

started to fight for OTC sales. Independent chemists are progressively becoming more aggressive and more retailing minded: more and more wholesale chemist companies are putting their resources behind their retail chemist customers. A revolution—a quiet revolution—but nevertheless a lot of progress has been made."

However, said Mr Morris-Cox, fragmentation was still a problem. It involved 70,000 independent grocers in the UK, only three national voluntary trade groups—Mace, Spar and VG—and 1,200

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Numark convention

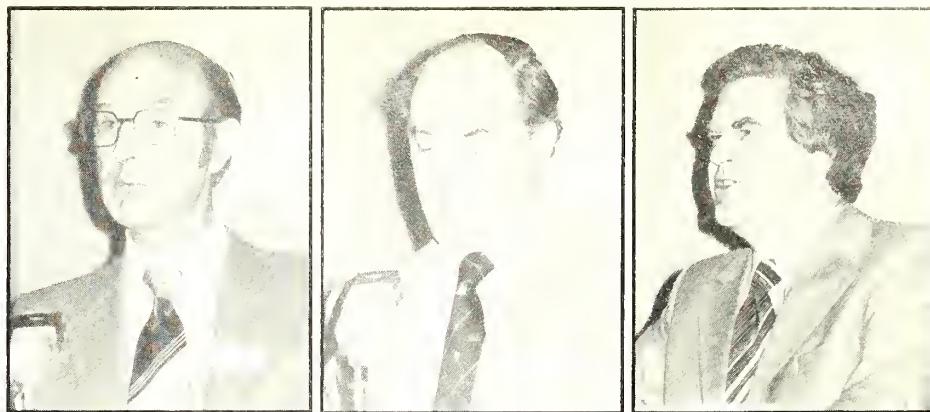
Continued from p627

ged (and recently Spar and VG had become owned by one company) it was unlikely that out of 9,000 independent chemists more than one group in addition to Numark could survive in the long term. "Numark is a success story and that success reflects in the trading accounts of Numark members and Numark wholesalers."

To back that assertion, Mr Morris-Cox compared the 1978 trading of the four major groups—Sangers £90m, Unichem £100m, Vestrie £160m and Numark £170m. It was, he said, an impressive buying base, obviously dominated by "ethicals." Accurate statistics to determine the split of "ethicals" and OTC sales at wholesaler level on a national basis were not easy to obtain, but NAPD—the wholesale chemists' organisation—estimated that on average 35 per cent of their members' sales are in OTC. "On that basis, Numark OTC buying is in the region of £60m per annum and that ties up with our own information. The Numark low-cost-distribution system is currently handling in excess of £30m per annum and is climbing at the rate of 34 per cent each year. Real growth indeed—when you consider that inflation last year on OTC lines was around 10 per cent."

It was ICML's belief, Mr Morris-Cox went on, that after Boots, the group was the largest buyer of toiletries, etc, in the UK. Manufacturer friends tended to confirm this, giving their support because they recognised the value of maintaining a broad distribution to prevent domination by a handful of multiple chemist companies.

Over 90 per cent of members now take regular part in the national promo-



Left to right: Charles Morris-Cox, David Richardson, Peter Beaham-Powell

tion programme. In 1974, group purchases per promotion averaged £55,000; in 1978, part one of the Gold Trail created a new record with £561,541. The Gold Trail was in fact Numark's first £1m promotion. Members' promotional purchases, which in 1974 averaged £29, reached £207 during the Gold Trail.

Comparing buying prices with those offered by competitors, Mr Morris-Cox claimed the following recent statistics:—

Comparable line	Numark cheaper
Unichem	88
Vestrie	95
Sangers	27

"Of course," he admitted, "it is true that we frequently recommend keener competitive pricing than our competitors, which can occasionally mean less margin. We believe that such prices are necessary if we are to build an image of competitive, value-for-money trading." Growing numbers of chemists believed that it was to the OTC side of their businesses that they must look for a future—unhindered by political uncertainty, the speaker added.

Numark's national promotions committee plays a major role in selecting products and determining pricing tactics. Every other month the committee meets to discuss promotional programme, combining the experience of retail members, wholesale buyers and central office

executives. Mr David Richardson, a retail member from Dundee and chairman of the local franchise liaison committee, confided: "We certainly don't always agree on every matter, but with a bit of give and take and a growing understanding of each other's problems, a consensus of opinion usually emerges.

"I have personally brought to these meetings ideas from my local committee, some of which have been enthusiastically adopted, some have been thrown out ignominiously, but most satisfying of all has been to see ideas, which have been coolly received at first, becoming success stories in the end, after full discussion between the retail, wholesale and central office committee members, all eventually appreciating the other side's point of view and working together. Surely this is what group trading is all about."

Manufacturers' view

The manufacturer's view of group trading came first from Mr Mike Barrett, sales director of Kimberly-Clark Ltd. Large scale retailers and multiple chains had, he said, forced manufacturers to recognise that no product is sold until it gets into the hands or the home of the ultimate customer or user. "Today, we manufacturers recognise that we need retailers' shops in which to sell our products to the consumers." Wholesalers were needed for effective distribution, but retailers also needed manufacturers' products, advertising support and market guidance. Independent chemists may

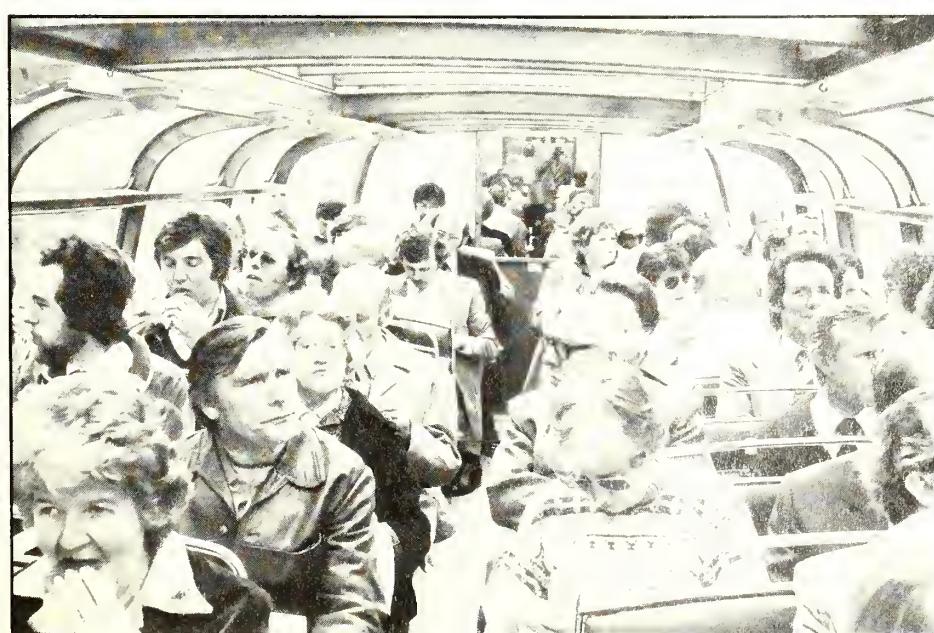
"Today, we manufacturers recognise that we need retailers' shops in which to sell our products to the consumers."

have come to recognise the benefits of partnership a little later than some other retailers, "but if Kimberly-Clark business with Numark chemists is indicative of the overall rate of sales growth, you are catching up fast."

Mr Barrett pointed out that Kimberly-Clark were not unique in marketing products through voluntary groups. "Few manufacturers today can afford to put a salesman into every chemist's shop. Most have come to the economic necessity of harnessing our resources."

Continued on p729

Convention participants enjoy lunch during a canal trip



Numark convention

Continued from p629

those of our customers. We prefer to help keep a large number of independent chemists in business. We do not like to see our larger customers getting larger. We like a balance in our trade, and we

"We prefer to help keep a large number of independent chemists in business."

will continue to work with the independents to keep it that way."

Similar sentiments were expressed by Mr Nick Hodges, national sales director of Johnson & Johnson, who reported that over the past five years business with Numark had more than doubled.

Wholesalers' view

For the franchise wholesalers, Mr John Forster (managing director, Hall Forster & Co) said the effect of being a founder member of Numark had created its own revolution within his organisation. In 1979, more than 43 per cent of independent chemists in the franchise were members of Numark. "Our relationships with our customers have, I believe, always been essentially sound but within Numark we are re-tuning that relationship to mean something more—a viable partnership and co-operation.

"But if the partnership is to be truly viable, then we must have the commitment, the loyalty trading, the full-hearted support of the independent chemists which we serve. They must accept that in the end it is our mutual adaptability to meet the market conditions that will provide our secure and profitable future."

Advertising

How is the Numark image being presented to the consumer? That was spelled out to the convention by Mr Peter Beaham-Powell, joint-managing director of ICML's agency, Harrison Cowley Advertising, and as a starting point he showed with the aid of recorded interviews what the public already feels about Numark—and the interviews were conducted outside an "identified" Numark shop!

Among the instant reactions were:—"Numark? Never heard of it before," "Never noticed it before," "Isn't it the trade name of some article?" "Numark is the chemist shop," "No, I've never heard of Numark." At the other extreme was "Numark, it means everything. You mean this place here. Oh they're the grandest, the best people you could meet. They're really lovely" (the reaction of an old lady).

But there was also, in response to "Where's the nearest chemist?", "D'you



An important week for David Coleman, ICML chairman, and his wife Janet—on Tuesday he was elected NPA vice-chairman (p597)

mean Boots the chemist?" Mr Beaham-Powell responded: "At our next convention I hope I can report that any mention of 'chemist' will be linked with Numark".

He went on: "We have close on £250,000 to spend, in which our line of approach is to tell the audience about the excellent value for money they can get in buying products at her Numark shop." The advertisements aimed to give a corporate feel so that the consumer would recognise them, know what they

"We have close on a quarter of a million pounds to spend in the Press."

were about and will want the offers featured. There was a strong Scottish weighting to the campaign because of greater penetration of Numark chemists there.

In the *Daily Mirror* the advertisement was featured with television schedules to which people were most likely to turn back. Also shown were spaces in *Woman's Own* and *Woman's Weekly*. "This is cost effective advertising. In advertising it is easier to squander £5 million than it is to spend a £½ million effectively."

Local advertising is all-important and national advertisements had, in some cases, been repeated in local papers to good effect, the speaker said. Television was also really a local medium and one of the most effective ways of communicating in specific regions. In 1978 a commercial was produced for Scotland and had a major influence.

"That was local advertising funded directly by the Numark members in those various television transmitter areas. Central Scotland—where the campaign

"Independent chemists cannot allow their trading competitors a monopoly of what is probably the strongest advertising medium—television."

cost each member £60, or Grampian £55, Border £35 and Ulster £25. But the economics of television advertising are a simple factor of the cost of the station airtimes related to the number of members available to share the cost. The same type of campaign would have cost

members in the ATV area £190, and those in London almost £300." Nevertheless, we must strive to use the medium generally and continuously, just as soon as membership strength and funds allow. "Independent chemists cannot allow their trading competitors a monopoly of what is probably the strongest advertising medium."

Next in the communication mix came window display, with all display material designed to reflect and link with the Press advertising theme. The other elements were point of sale, promotions, special offers and shop appearance. "Please do yourself a favour, exploit your Numark point of sale material, exploit your advertising, show your promotional products off to their best," Mr Beaham-Powell concluded.

Returning to the microphone, Mr Morris-Cox said that trading image was not something that could be changed or developed overnight. "A little like central heating, it takes time to warm up, even after you have switched on. Similarly with advertising, it takes time—or heavy investment to influence shoppers."

Finally, Mr Trotman explained Numark's involvement with computers in retailing. Computers were already in multiple competitors' branches, department stores, etc, and Numark wholesalers were as advanced and experienced in the use of computers as any. However, developments were so fast that as soon as an order was placed for equipment, it was superseded by not only higher performance, but lower priced terminals—"before you get delivery."

A very advanced and low-cost Numark retailer terminal, linked to a wholesaler computer, was currently under test. In a few months the "shop trials" would

"Trading image cannot be developed overnight—a little like central heating it takes time to warm up even after you have switched on."

be completed and by the end of the year it was planned to have the terminal on offer in a wide number of franchises.

But in the early 1980's POS terminals, costing a few hundred pounds—retailer owned and operated (and, not requiring to go on line to large main frame computers), would be a practical proposal for many independent chemists.

Value of leaflets

During a short discussion which followed the presentation, a number of members referred to the merits—on the grounds of both cost and effectiveness—of leaflet distribution. Leaflets were generally better left to local production, it was suggested, and at least one Numark wholesaler offers a preparation and printing service to customers.

Replying to criticism of the strength of the "superbuy" logo among other promotions, Mr Morris-Cox said they were "feeling the way" at present, and had been concerned that too much emphasis might detract from the value

COMPANY NEWS

Queen's Award winners

The pharmaceuticals division of ICI has won two Queen's Awards, one for export achievement and the other for technological achievement. This is the second time the division has gained two in one year, bringing the total awards for the division to 11.

The award for technological achievement is for the invention of Estrumate, which controls oestrus in cattle. The export award was gained because the division, over three years, had increased its exports by 82 per cent.

Reactolite Rapide has been given the Queen's Award for technological achievement for the development of fast reacting photochromic ophthalmic glass. The citation says that "the glass darkens four times as fast as previous photochromic glass" and that further technological innovations "enable the glass to be produced to a high and consistent level of accuracy."

Pfizer research division received the Award for technological achievement for their development of oxamniquine. The Award for export achievement also went to Beecham Products, overseas division, Smith Kline & French Laboratories, Reckitt and Colman, and Portex, manufacturers of catheters.

Briefly

Willow Retail Proprietaries Ltd have gone into liquidation and are no longer trading. The liquidators are Raymond Wright & Co, 9 Market Place, Shepton Mallet, Somerset.

Downs Surgical Ltd group sales for the year ending December 31, 1978, rose by 16 per cent to a new peak of £14.02 million (£12.13m in 1977). Pre-tax profits rose 54 per cent to a record £1.3m (£1.09m).

Eli Lilly and Co, have announced a 24 per cent sales increase and a 28 per cent growth in earnings for the first quarter of this year. Commenting on the first quarter, Mr Richard Wood, chairman of the board, said that sales in the US may have been affected by

customers' anticipatory buying due to a possible disruption in the transportation industry.

United Drug, the Irish pharmaceutical distributor, say that 1978 was a year of further progress in terms of sales and profits. Profits increased by 56 per cent to £240,000 (£154,000 in 1977) and sales at £9.266 million (£7.191m) were up 28 per cent.

Appointments

Fujimex Ltd: Mr Steven Smith has been appointed area representative for the north of England.

Braun Electric (UK) Ltd: Mr John Holmes has been appointed divisional sales manager, south and Mr Tony Cosgrove, divisional sales manager, north. Mr Terry Dailey has been appointed personal care product manager.

Vidal Sassoon Holdings Ltd: David Darling has been promoted to national sales manager—treatment division. He joined the company in 1978 as northern regional sales manager for the toiletries division having previously worked for Fabergé and a toy company. Ken Wharton has been promoted from southern regional manager for the toiletries division to national sales manager—toiletries division—and Mark Cowley has been promoted from national sales manager to general manager (sales) of the products division. Both Mr Wharton and Mr Cowley have worked for Richardson Merrell.

Vestric Ltd: Mr W. Jordison FPS, operations controller of the north western division, based at Stockport, and Mr J. P. Baseley, operations controller, southern division, based at Ruislip, have been appointed directors. Mr Jordison graduated in 1950 and after a period in retail pharmacy joined the former Bradley and Bliss Ltd at Reading in 1954, later in Sandwich. In 1965 he joined British Drug Houses, Woolley and Arnfield Ltd, at Stockport. When Vestric was formed in 1966, he was appointed hospital and prescription products manager, becoming operations controller of the north western division in 1973. Mr J. P. Baseley, who has been 17 years in pharmaceutical wholesaling, joined Vestric 10 years ago.

Price index up 40pc

The price index of pharmaceutical chemicals and preparations rose 40 per cent and 37.1 per cent between 1975 and 1977, according to a report published by Inter Company Comparisons Ltd. The wholesale price index for pharmaceuticals for 1978 rose a further 9.6 per cent.

Laxatives prices have risen the most, with the 1977 index being 280.1 (1970=100), and hormone preparations least (136.8).

The report analyses and compares the performance of 98 companies for the three years ending April 1978. The aggregate of their sales rose by 55.5 per cent between 1975 and 1978, the average return on capital rose 69.3 per cent from 14 per cent in 1975-76 to 23.7 per cent in 1977-78, while profit margins widened 52.4 per cent to 12.8 per cent—"a healthy picture." However, while results improve to 1976-77, in the second half average profit margins fell 5.2 per cent to 12.8 per cent and the return on capital deteriorated by 0.8 per cent to 23.7 per cent, despite the 22 per cent increase in sales.

The US subsidiaries achieved a much higher sales to capital ratio than the UK independents but these British companies operated on much higher product margins.

ICC Business Ratio Report: Pharmaceutical Manufacturers (£55). ICC Business Ratio, 81 City Road, London EC1.

Numark convention

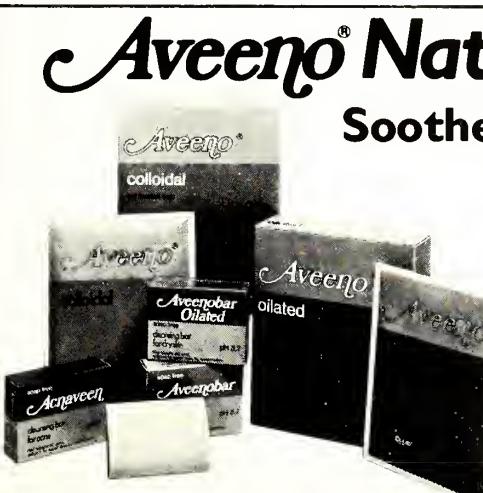
Concluded from p630

offered by the remaining promotions.

Another criticism was that some companies—Reckitt & Colman, Gibbs and Beecham were named—offered better direct terms than were available from wholesalers. Mr Trotman said some companies preferred to sell direct and better prices could not be promised every time for every product. However, Numark's low-cost distribution provided consistently low prices on 2,000 lines and covered 87 per cent of the chemist's volume sales. Other wholesalers were having difficulty building up LCD as they realised they would no longer be able to subsidise OTC sales from "ethical."

Aveeno® Natural colloidal oatmeal range

Soothes, cleanses and conditions inflamed skin



Aveenobar
A soap-free cleansing bar for sensitive skin, and to complement Aveeno Colloidal bath therapy.

Aveeno Colloidal Sachets
For bathing large skin areas, providing soothing relief from inflamed, itching conditions.

Aveenobar Oiled
A soap-free cleansing bar for dry skin, and to complement Aveeno Oiled bath therapy.

Aveeno Oiled Sachets
For bathing large dry skin areas, providing soothing relief from inflamed, itching dry skin conditions.

Acnaveen
A soap-free cleansing bar for Acne and oily skin conditions.

Display and recommend Aveeno—the natural answer to troubled skin.

- * Completely soap-free.
- * Restores and maintains normal skin pH.
- * Colloidal oatmeal content provides a real anti-inflammatory, anti-pruritic action.
- * Available from your usual wholesaler.

Samples and data sheets plus further information available from:

Cooper
The Firs, Whitchurch,
Aylesbury, Bucks, HP19 1JL
Tel: 029 664 781

Some shortages

London, April 25: In the botanical sector stock shortages continue to plague dealers. Items which have been difficult to find over a considerable period now include benzoin, ipecacuanha, balsam Peru and hydrastis. No improvement in supplies can be expected for some of these until the third quarter of the year. Kola nuts are lower in view of the new crop arrivals. The unsettled situation in Iran continues to affect offers of liquorice root.

Cape aloes, cascara, cherry bark and valerian root are firmer. Natural camphor powder is considerably lower. Also down are ergot, dandelion, gentian root, quillaia bark and turmeric.

Among essential oils Ceylon citronella appears to be rising daily at origin without any apparent reason except perhaps that the Chinese variety of the oil which is the bigger seller has been firm lately. Minor price adjustments were made in eucalyptus, ginger, nutmeg, Chinese peppermint and petitgrain.

Pharmaceutical chemicals

Acetic acid: 4-ton lots, per metric ton delivered—glacial BPC £318, 99.5 per cent £304.50; 80 per cent grade pure £278.50; technical £260.

Acetone: £332 metric ton for 30-drum lots.

Ammonium acetate: BPC 1949 crystals £0.7378 kg in 50-kg lots; strong solution BPC 1953 £0.243 kg in 250-kg lots.

Ammonium bicarbonate: BPC £190.83 metric ton, ex-works, in 50-kg bags.

Ammonium chloride: Pure in 50-kg lots £0.2344 kg for powder.

Ammonium tartrate: Commercial £1.59 kg in 50-kg lots.

Aspirin: 10-ton lots £1.50 kg; imported £1.20.

Benzoin: BP in 500-kg lots, £0.7426 kg.

Borax: EP grade, 2-4 ton lots per metric ton in paper bags, delivered—granular £239; powder £260; extra fine powder £272.

Boric acid: EP grade per metric ton in 2-4 ton lots—granular £269, powder £395.

Chlorotorm: BP £443 to £470 per metric ton according to drum size, in 4 x 2-litre bottles £2.72 500-ml bottle £1.10 each.

Citric acid: BP per metric ton single deliveries, granular hydrous £739; anhydrous £794; five-ton contracts £735 and £790 respectively, crystalline £171.17 and £170.17 respectively.

Formic acid: per metric ton delivered in 4-ton lots, 98 per cent £331.50 85 per cent £278.

Glucose: (Per metric ton in 10-ton lots)—monohydrate £225 anhydrous £550; liquid 43 Baume £234 (5-drum lots); naked 18-tons £187.

Glycerin: In 250-kg returnable drums £610 metric ton in 5-ton lots.

Kaolin: BP natural £140.70 per 1,000 kg; light £147.70 ex-works in minimum 10-ton lots.

Sodium acetate: BP crystals £0.81 kg in 50-kg.

Sodium acid phosphate: BP crystals £1.34 kg for 50-kg lots.

Sodium benzoate: £0.5623 kg in 500 kg lots.

Sodium bicarbonate: BP £101.24 metric ton minimum. 10-ton lots delivered UK.

Sodium carbonate: Anhydrous £357 per metric ton.

Sodium chloride: Vacuum-dried in 10-ton lots £33.08 metric ton in plastic bags delivered London.

Sodium citrate: Granular £739 metric ton; powder £754.

Sodium fluoride: in 50-kg lots £2.43 kg.

Sodium gluconate: Technical £756 metric ton.

Sodium hydroxide: Pellets BP 1973 in 50-kg lots £0.75 kg; sticks £3.731 kg.

Sodium nitrate: Recrystallised £0.75 kg for 50-kg lots.

Sodium nitrite: BPC 1973 £1.18 as to maker for 50-kg lots.

Sodium perborate: (per 1,000 kg) monohydrate £527; tetrhydrate £311.50.

Sodium percarbonate: £413 per metric ton.

Sodium sulphate: Fine crystals BP £85.80 per metric ton, pea crystals £105.30; commercial £36.60 ex-works.

Sodium sulphite: Crystals £0.15 kg (500 kg minimum).

Sodium thiosulphate: photo grade £172 per metric ton £160.75 ton in 4-ton lots.

Streptomycin sulphate: £25.20 per kg in one ton lots.

Succinylsulphathiazole: £9.80 kg in 1-ton lots.

Sulphacetamide sodium: BP £7.25 kg for 50-kg.

Sulphadiazine: BP 68, £5.60 kg in 1-ton lots.
Sulphadimidine: One-ton lots £8.15 kg for imported.
Sulphamethizole: £9.60 kg in 1,000-kg lots.
Sulphquinuoxaline: BVC £10.27 kg; sodium salt £11.69 kg both in 500-kg lots.
Sulphathiazole: BP 1973, £7.30 kg in 1-ton lots.
Talc: BPC sterilised £540 metric ton in 50-kg lots; £325 for 1,000 kg lots.
Tartaric acid: £770 per metric ton.

Crude drugs

Agar: Spanish/Portuguese £6.50 kg.

Aloes: Cape £1.090 ton spot, £1.060, nominal cif.

Curacao nominally £2.170 cif, no spot.

Balsams: (kg) Canada: Firmer at £12.80 spot; £12.40, cif. **Copaiba:** £2.95 spot £2.80, cif.

Peru: No spot; £9.85 cif. **Tolu:** £5.50 spot.

Belladonna: (kg) leaves £1.55 spot; herb £1.90 nominal spot; root in powder £1.10.

Benzoin: £192, cwl cif.

Buchu: Leaves £1.20 kg spot; £1.20 cif.

Camphor: Natural powder £5.25 spot, £5.10, cif.

Synthetic £0.90 spot; £0.80, cif.

Cardamoms: Alleppy green No. 2 £10 kg, cif.

Cascara: £1.120 metric ton spot; £1.080, cif.

Cherry bark: Spot £1.080 metric ton; shipment £970.

Cinnamon: Seychelles bark £480 metric ton spot; £370 cif. Ceylon quills 4 o's £0.64; lb, featherings £0.16, lb, cif.

Cloves: Madagascar/Zanzibar £4,150 metric ton spot; £3,945, cif.

Cochineal: Tenerife black brilliant £17.50 kg, cif.

Peru silver grey £14.40 spot; £14.20, cif.

Dandelion: Spot £1.970 metric ton spot; and cif.

Ergot: Portuguese £1.75 spot, no cif.

Gentian root: £1.780 metric ton spot; £1,760, cif.

Ginger: Cochin £650 metric ton spot nominal; shipment £480, cif. Other sources not quoted.

Henbane: Niger £1.440 metric ton spot; £1,420, cif.

Hydrastis: Spot £27.25 kg; no cif.

Honey: (per metric ton in 6-cwt drums ex warehouse). Australian light amber £715 and medium £725. Canadian £820; Mexican £725. Argentinian £840 (white).

Ipecacuanha: (kg) Costa Rican, spot £12.30 kg nominal, no cif.

Jalap: Mexican no spot; £1,380 metric ton, cif.

Kola nuts: £430 metric ton spot; £340, cif.

Lemon peel: No spot; £1,000, cif.

Liquorice root: Chinese £510. Russian £495 metric ton spot; Block juice £1.65-£1.90 kg spot.

Lobelia: American £1,290 metric ton spot; European £1.220 spot.

Lycopodium: £4.80 kg spot; no cif.

Mace: Grenada unsorted £2,750 metric ton, fob whole \$3,000.

Menthol: (kg) Brazilian £7.35; spot £7, cif. Chinese £6.30 in bond; £6.10, cif.

Nutmeg: (per metric ton fob) Grenada 80's \$2,800 sound unassorted \$2,500; 110's \$2,600, bwb \$1,700.

Nux Vomica: No spot or cif.

Pepper: (metric ton) Sarawak black £975 spot, £1.725, cif; white £1.475 spot; £2,600, cif.

Pimento: Jamaican £1.120 metric ton spot; £1,085.

Podophyllum: Root Chinese no spot; £400 metric ton, cif.

Quillaia: Spot £1,010 metric ton; £720, cif.

Rhubarb: Chinese rounds 70 per cent pinky £3.30 kg, spot; £3, cif.

Saffron: Mancha superior £740 kg spot; Rio £785.

Sarsaparilla: Jamaican £1.70 kg spot; £1.60, nominal cif. Mexican £1.67 spot; £1.64, cif.

Senega: Canadian £9.20 kg spot; £9.15, cif.

Seeds: (metric ton, cif) **Anise:** China £870 for shipment. **Celery:** Indian £475. **Coriander:** Moroccan £210. **Cumin:** Indian £850, Iranian £1,000 nominal.

Fennel: Indian £450; Iranian not available. **Fenugreek:** Moroccan and Indian £245.

Squill: Italian white nominal.

Tonquin beans: Para £2.90; kg spot £2.70, cif, both nominal.

Turmeric: Madras finger £480 metric ton, cif.

Uva Ursi: Dutch £1.830 metric ton spot; £1,760, cif; Indian £1.180 spot; £1,150, cif.

Witchhazel leaves: £2 kg spot; £1.80, cif.

Essential and expressed oils

Camphor white: £0.90 kg spot; £0.84, cif.

Cananga: Indonesia £13.50 kg spot £13.50, cif.

Cardamom: English-distilled £270 kg.

Cassia: Spot unavailable; shipment £36.20, cif.

Cedarwood: Chinese £1.50 kg spot; £1.16, cif.

Cinnamon: Ceylon leaf £2.80, kg spot and cif.

Bark: English-distilled £150.

Citronella: Ceylon spot; £2.25 kg; £2.18, cif.

Chinese £3.37 spot and cif.

Clove: Madagascar leaf, £2.65 kg spot; shipment £2.53, cif. Indonesian £2.40 spot and cif. English-distilled bud £38.75.

Coriander: Russian about £20.50 kg.

Eucalyptus: Chinese £1.80 kg spot; £1.88, cif.

Fennel: Spanish sweet £10 kg spot.

Geranium: Bourbon £45.50 kg spot; £45.25, cif.

Ginger: Chinese £41 kg spot and cif. English-distilled £95.

Lavender spike: £13.50 kg spot.

Lemon: Sicilian best grades about £15.25 kg in drum lots.

Lemongrass: Cochin £6.40 kg spot nominal; £5.50, cif.

Lime: West Indian £11.85 kg spot.

Mandarin: Spot £25 kg.

Nutmeg: East Indian £9.60 kg spot; £9, cif. English-distilled £18.

Peppermint: (kg) Arvensis—Brazilian £4.90, spot; £4.90, cif. Chinese £3.60 spot; £3.50, cif. **Piperata** American from £11 spot; £10.30, cif.

Petitgrain: Paraguay spot £5.80 kg; shipment £5.40, cif.

Rosemary: £6.50 kg spot.

Sassafras: Brazilian £1.90 kg spot; £1.75, cif.

Sandalwood: Mysore £70 kg spot. East Indian £57.50 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

COMING EVENTS

Monday, April 30

East Metropolitan Branch, Pharmaceutical Society, Churchill Room, Wanstead Library, Spratt Hall Road, Wanstead, E11, at 8 pm. Mr G. Appelbe (head of law department, Pharmaceutical Society) on 'New laws and the pharmacist.'

Tuesday, May 1

Slough Branch, Pharmaceutical Society, White Horse Hotel, Cippenham at 8 pm. Annual meeting followed by Dr P. Boreham on 'A scientific safari to Africa'.

Thursday, May 3

Harrogate Branch, Pharmaceutical Society, Post-graduate centre, Harrogate General Hospital, Knaresborough Road, at 8 pm. Joint meeting with Yorkshire Guild of Hospital Pharmacists. Mr P. Nunn on 'The spirit of mountaineering'.

Manx Chemists' Association, National Pharmaceutical Association, Postgraduate medical centre, Nobles Hospital, Douglas, Isle of Man at 8 pm. Mr W. A. G. Kneale (local organisations officer) on 'Retail pharmacy in Europe'.

Wirral Branch, Pharmaceutical Society, Wirral Postgraduate medical centre, Clatterbridge Hospital, at 8 pm. Discussion of branch resolutions. Joint meeting with Liverpool Branch.

Advance information

Annual meeting, Proprietary Articles Trade Association, May 31, at Connaught Rooms, Great Queen Street, London WC2, at 2pm. Open to members of all sections of the Association.

Symposium on Patient Registration with Pharmacies, May 19 and 20, Dunblane Hydro Hotel. Speaker: Mr David Dalglish (member of Society's Council). Joint meeting of Ayrshire and Lanarkshire Branches, Pharmaceutical Society. Applications to J. Young, 15 Main Road, Condorrat, Cumbernauld.

MDA exemptions

The Home Secretary has issued a revised list of doctors who have been exempted from the handwriting requirements of Regulation 15(1)(b) of the Misuse of Drugs Regulations 1973 with the effect that only the signature on a prescription for a Controlled Drug need be handwritten. The exemptions remain effective until December 31, 1979.

The following names are additions to the list published in the C&D Directory 1979:

M. W. Browne (Brookwood Hospital, Woking, Surrey). J. C. Cutting (St Giles Addiction Unit, Camberwell, London SE5; Ashdown Ward, Bexley Hospital, Kent). N. G. M. Dunnett (St Thomas' Hospital, London SE1; Tooting Bec Hospital, London SW17). N. Farhounmand (Brighton Drug Dependency Clinic, Sussex). Lady Chichester Hospital, Hove, Sussex; Brighton General Hospital; Royal Sussex County Hospital, Brighton.

P. M. Fleming (St James' Hospital, Milton, Portsmouth, Hants). K. Granville-Grossman (St Mary's Drug Dependency Clinic, St Mary's Hospital, London W9). R. Hale (St Mary's Drug Dependency Clinic, St Mary's Hospital, London W9). Z. Jarde (All Saints Drug Addiction Unit, All Saints Hospital, Birmingham B18). Dr I. Lichten (St Giles Hospital, London SE5).

H. McKee (Banstead Hospital, Sutton, Surrey; Charing Cross Hospital, London W6). J. L. McLure (Queen Elizabeth Hospital, Welwyn Garden City, Herts). S. A. Mann (University College Hospital, London WC1; St Pancras Hospital, London NW1; National Temperance Hospital, London NW1). O. D. M. Marchon (St Thomas' Hospital, London SE1; Tooting Bec Hospital, London SW17).

P. T. S. Millin (St Thomas' Hospital, London SE1; Tooting Bec Hospital, London SW17). S. L. Sacks (Brighton Drug Dependency Centre, Brighton). A. B. Scare (Duke Street Hospital, Glasgow). G. P. Westcott (St Giles Drug Dependency Unit, St Giles Hospital, London SE5; Bexley Hospital, Bexley, Kent). D. L. Yeldham (Maudsley Hospital, London SE5; Bethlem Royal Hospital, Beckenham, Kent).

The following names, which appear in the C&D Directory 1979, have been removed from the list:

R. D. Antebi; R. D. Chandrasena; R. U. Gillan; D. C. B. Jones; J. L. McClure; H. Makar; J. Morgan; J. Mullaney; M. Radzan; D. Raistrick; P. D. Scott; R. Siefer; M. A. Sheikh; E. F. C. Stamp; J. G. Weir; E. D. West; C. de B. White.

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

WANTED

EAR PIERCING equipment required with earnings to retail between £3-£4. Tel (0505) 613 614.

MANUFACTURERS — WHOLESALERS — RETAILERS we want your excess—discontinued cosmetics and beauty products. Telephone 0254-52664.

BUSINESSES FOR SALE

DRUG STORE

near Worcester Park. Genuine sale due to illness. Would suit pharmacist to re-establish dispensing chemist. Long lease. £5,500 stock at valuation.

BOX NO 2617

CHEMIST & DRUGGIST

gets results. Put it to the test by posting us your next advertisement or by telephoning us on:

01-353 3212 Extension 116.

X1—MANCHESTER AREA SOUTH—Retirement through ill health. Easily run business in pleasant residential suburb. Turnover £45,000 p.a. property on lease, no late hours. Owner will sell for value of stock and fixtures only for quick sale.

X2—SHEFFIELD—Retirement vacancy. Turnover approximately £44,000 showing good increase. 1,450 scripts per month. 5.30 p.m. closing. Freehold property £9,000. Stock and fixtures at valuation approximately £3,500.

X3—NORTH COUNTRY beauty spot—retirement vacancy, turnover approximately £40,000, freehold property with spacious living accommodation for sale at £18,000. Stock approximately £4,500. Suit semi retirement.

X4—SOUTH LONDON—Well established family business. Turnover 1978 £52,000 with average of 1300 scripts per month. Two bedroomed living accommodation and shop on lease. Goodwill £6,500, fixtures and fittings £2,500 plus stock approximately £7,000.

X5—CENTRAL LANCASHIRE—Turnover approximately £90,000, dispenses nearly 3,000 scripts per month. Living accommodation reconvertible. Freehold property £8,000, goodwill £10,000, fixtures £3,000, stock approximately £10,000.

X6—LEICESTER—Suburban Business—turnover £55,000 (1977) profits £10,000 to owner/manager. Dispenses approximately 2,000 prescriptions per month. Property for sale or will grant lease. Total capital requirement including freehold £30,000 including stock £12,000.

X7—NORTH EAST TOWN—family business operated from busy shopping area. Turnover for 1977 £104,010 and dispensing around 1,500 scripts per month. Property for sale at £17,000, fixtures and fittings £3,250 and offers are invited for goodwill around £12,500 together with stock at valuation.

X8—NORTHERN CITY—Retirement vacancy late opening pharmacy with turnover of £130,000 per annum; 6,000 scripts per month. Property on lease main road site. Stock approximately £12,000. Offers solicited for goodwill.

Circulation ABC July/December 1978. 17,737.

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm.

Whole Page £450 (275mm x 186mm).

Half Page £250 (135mm x 91mm).

Quarter Page £130 (135mm x 91mm).

Lineage minimum charge £5.00 for 20 words, 25p per word extra.

Box Numbers £0.60 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

MORTGAGES

Please mention
G & D when replying
to advertisements

Headings Available

Agencies Wanted
Agents Wanted
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for Sale and Auction

Business/Property
Wanted
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Services
Shopfittings

Situations Vacant
Situations Wanted
Stocktaking
Tenders
Trade Marks
Wanted

Classified advertisements can be accepted up to 12 noon Tuesday for inclusion in same week's issue, **space permitting**. The full name and address of the advertiser, not necessarily for publication, must accompany every advertisement. CHEMIST AND DRUGGIST reserves the right to refuse or revise any advertisement or to omit any portion.

Post to Classified Advertisements **Chemist and Druggist**.

25 New Street Square, London EC4A 3JA Telephone 01-353 3212

2nd fold

AFFIX
STAMP
HERE

CLASSIFIED DEPARTMENT

CHEMIST AND DRUGGIST

25 NEW STREET SQUARE

LONDON EC4A 3JA

3rd fold

Order Form

Bold Capitals Please

Lineage
£1.00 per line.
minimum
5 lines at £5.00

Display/Semi Display
£5.00 per single
column centimetre,
min 25mm Column
width 44mm

Please tick if
required

Box No
50p extra YES / NO

Heading Required

**Date of
Insertion**

Remittance

 **Ernest J. George**
8 CO
GARDALE HOUSE, 122 GATLEY ROAD, GATLEY, CHEADLE,
CHESHIRE SK8 4AT Tel: 061-428 6718/9

SHOPFITTING

Interplan system 80 plus.

Modular units with complete shopfitting services. NPU-NPA recommended (for 15 years). Coloured brochure from: Olney Brothers Ltd., Northbridge Road, Berkhamsted, Herts. HP4 1EG. Tel: 5417/9.

SUPER SHELVING SYSTEM WILL INCREASE YOUR TOILETRY SALES BY HUNDREDS of pounds. Send for colour illustration or ask us to call for instant quote. Glass display counters with lighting, island sites and showcases. Early delivery direct from makers. **THIRSK SHOPFITTINGS**, 741-743 Garrett Lane, London SW17 0PD. Tel: 01-946 2291.

APPOINTMENTS

FULLY EXPERIENCED CHEMIST SALES FORCE FOR HIRE

We now have available for hire a national force of specialist sales people to call on chemist & medical outlets.

They can be used in teams for launches and distribution drives or as individuals for relief work when territories are vacant.

All fully mobile. Minimum hire period 2 weeks.

MERCHANDISING MANPOWER LTD
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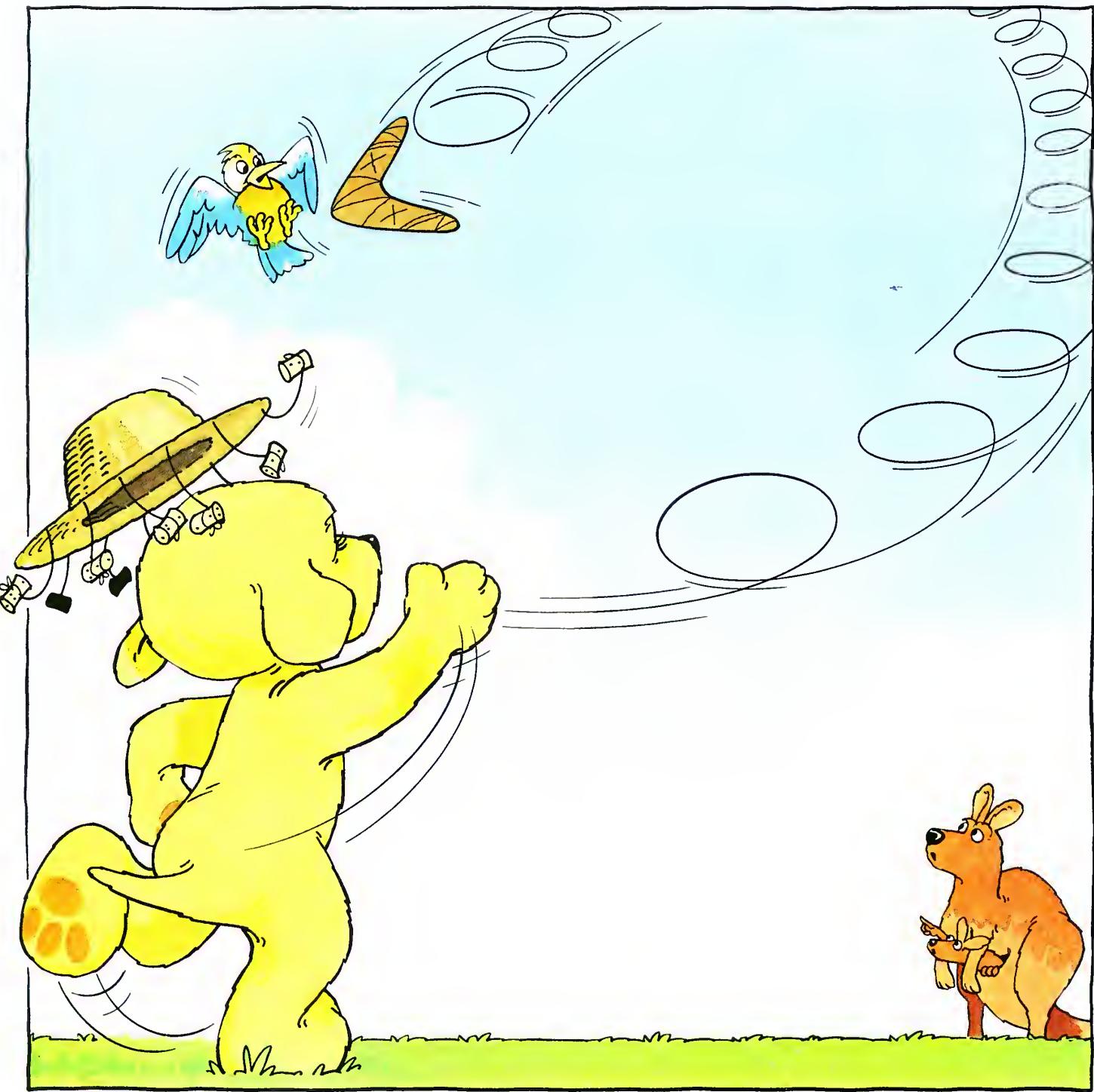
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